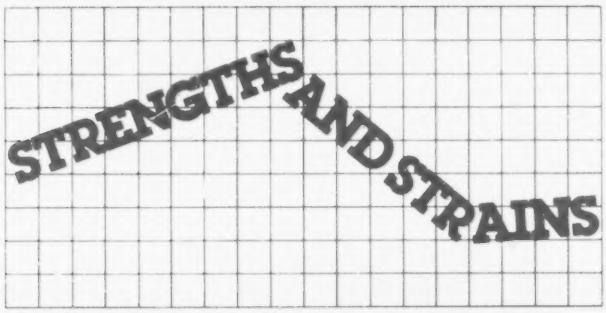
THE GENERAL MILLS
AMERICAN FAMILY
REPORT 1980-81

FAMILIES



AT WORK

Conducted for General Mills, Inc.
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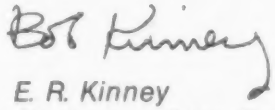
Foreword

This is the fourth in a series of reports to the American people on key issues affecting the families of our nation. General Mills is happy to sponsor this program as a part of our broader responsibility to society and to families, on whose well-being our economic growth depends.



E. R. Kinney
Chairman of the Board
General Mills, Inc.

In previous years, the American Family Report has surveyed such subjects as family finances, the raising of children, and family health. In our current study, we examine the attitudes of men, women, and teenagers on the subject, "Families at Work: Strengths and Strains." Our purpose is to provide information, and we offer no solutions of our own to the many issues raised by the study. We hope, however, that the data presented will serve to stimulate thought and discussion among individuals and groups throughout the nation.

H. B. Atwater, Jr.
Chief Executive Officer
General Mills, Inc.

Introduction

This survey is the fourth in a series of studies on the American family conducted for General Mills as part of that corporation's long-standing commitment to the family. The first report, *The General Mills American Family Report 1974-75: The American Family and Money,* dealt with the economic and financial problems faced by the family in a period of inflation and recession. The second report, *Raising Children in a Changing Society (1976-77),* centered on the status of the family, and American attitudes and practices toward young children. The third report, *Family Health in an Era of Stress (1978-79),* covered the subject of family health — physical and psychological — and the values that create barriers to improving it.

This study, *Families At Work: Strengths and Strains,* is the most timely project to date, since it comes during a period of continuing influence of major socioeconomic changes on the fabric of American family life. In the past decade alone, two significant changes have occurred:

- The proportion of women in the work force, particularly wives and mothers, has increased dramatically. Now, nearly one-half of all married women work outside the home; and
- The number of one-parent families, almost invariably headed by women, has risen sharply. Families headed by women now account for 8.5 million, or about 15% of the families in this country.

In addition, some profound changes in lifestyles have continued throughout the seventies:

- The number of married couples who decide to have children has declined; the number of two-income career marriages has increased;
- The number of married couples who postpone having children to extend their careers has risen;
- Greater numbers of unmarried couples are living together, although they represent only a fraction (less than 3%) of all couples living together; and
- Nearly four in ten marriages end in divorce.

These changes are occurring at a time of continuing inflation, when two paychecks have become a necessity for millions of Americans.

STUDY DESIGN

This survey is based on interviews with six different groups:

- A national cross section consisting of 1,503 adult family members (aged 18 years and over);
- 235 teenagers (aged 13-18);
- 104 human resource executives from the Fortune 1300 companies;
- 56 labor leaders;
- 49 family traditionalists, leaders in the "pro-family" movement; and
- 52 feminists, leaders active in key women's rights organizations.

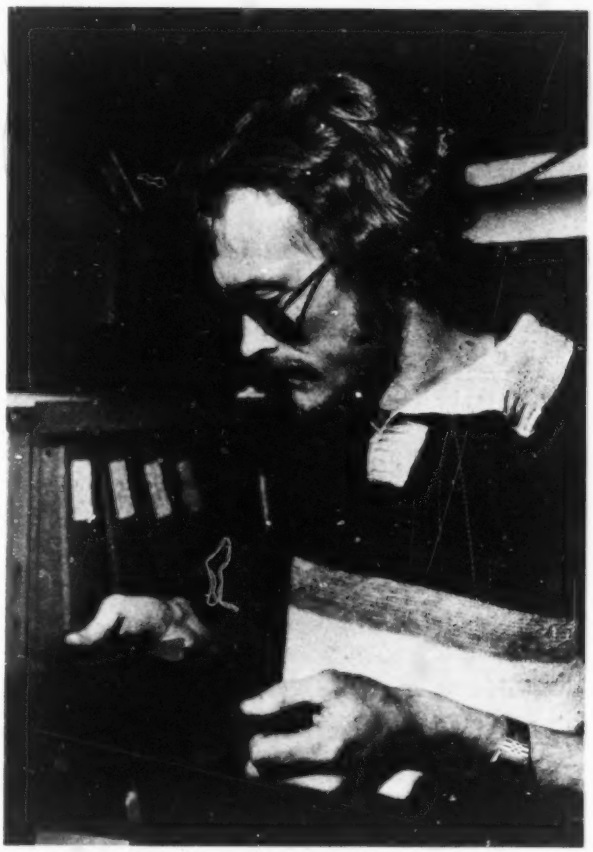
All the interviews for the study were conducted by telephone in November and December, 1980, and averaged 15 to 30 minutes in length. A detailed description of the research methodology may be found in Appendix B.

CONTENT OF THE STUDY

This survey explores the relationships between work and family in contemporary society. It explores how changes in the work force — especially the increase in the numbers of working wives and mothers — influence the outlook and activities of families. Conversely, it looks at how changing family situations shape the needs and expectations of today's workers. The attitudes and opinions of adult and teenage members of families are assessed, as well as those of business and labor leaders. In addition, the voices of both family traditionalists and feminist leaders provide a look at the more widely publicized sides of the issues.

The major topics covered in this report include:

- The benefits and strains of work on family life;
- The effects of working on child care;
- Setting priorities about family and careers;
- Balancing the demands of work and family;
- The job of homemaking, and how it compares with other work;
- Benefits and work policies perceived to be helpful to families; and
- The attitudes of teenagers toward work and family.



A NOTE ON DEFINITIONS

This study used the U.S. Census Bureau definition of the family as "two or more persons living together and related by blood, marriage, or adoption." According to 1980 census figures, there are approximately fifty-eight million families in this country.

A variety of tasks, undertakings, and situations are typically considered as work. Accordingly, this study uses the term in its broadest sense to refer to what a person considers his or her primary job — whether it be at school, in the home, at the office, on the line, behind a counter, or on the farm.

A NOTE ON TABLES

Percentages in the tables may not always add to 100% because of rounding or the acceptance of multiple responses.

Summary & Overview

The past ten years have already established a pattern for the future of families at work. More than five out of ten women living in families are now employed outside the home, while three out of ten are full-time homemakers. Most of these women working outside the home are married, and most have children under the age of eighteen at home. Looking at this dramatic picture another way, the U.S. Department of Labor reports that by 1978 the proportion of children under the age of eighteen with two working parents had risen to 50%, and that one working woman out of nine was the sole support of her family. The changes of the last ten years were startling and not fully anticipated.

This survey points with assurance to one indisputable fact: A majority of women will continue to work outside the home, marriage and child rearing responsibilities notwithstanding. They will work not only to help support their families, but also for personal challenge and satisfaction. Their employers, their spouses, their children, and indeed, the public in general support their right to do so. Men with working wives, in particular, sympathize with the needs and aspirations of working women. Attitudes about women working — and about the job of homemaking — have undergone profound changes.

On the other hand, the survey also reveals that working mothers bear particular burdens and pressures, and that most Americans recognize that these have an impact on both the ability of women to build and sustain careers and to discharge their parental responsibilities to their satisfaction.

Findings throughout this study delineate the conflicts facing women as wives, mothers, and wage earners. While two in three family members say they *do* have enough time for themselves, and one in two working women agrees, it is working mothers who say they do *not* — by 63% to 36%. Meeting the demands of job, home, and family is leaving little personal time for these women, and they reflect this concern in many of their answers.

1. According to most family members, and to human resource executives, union leaders, and family traditionalists, the trend toward both parents working outside the home has had negative effects on families. Feminists disagree. The central issue is whether or not homes where both parents work are less able to provide children with proper supervision than are those where at least one parent is engaged in full-time child care. It is clear, however, that perceived changes in the quality of parenting are a greater source of worry than the issue of working parents alone.

Almost twice as many family members feel that the effect of both parents working outside the home has been negative (52%) as feel it has been positive (28%) for families. Working women, by a much smaller plurality (44%), feel that the effect has been negative; 37% see a positive effect and 14% say that there has been no significant effect at all. Family traditionalists feel unanimously that the family has suffered; two-thirds of feminists, on the other hand, see benefits to the family.

The reason most often cited for feeling that there has been a negative effect on families is that "children need stronger parental guidance, supervision, and discipline" than can be given when both parents work. However, most feminists and many working women, looking at the positive effects, feel that the fulfillment for women working outside the home, the added financial security, improved family communications, and independence for children outweigh negative effects on the family.

Family members and leaders also see some benefits to children when both parents work —specifically, that "when both parents work, children have to become more self-reliant and independent." Moreover, most adults agree that "mothers and fathers should play an equal role in caring for children even if it means taking some time away from their jobs." In the final analysis, there is also widespread agreement that "it's not the amount of time you spend with your children that's important, but what you do when you spend time with them," agreed to by 86% of family members, 92% of the feminists, and 54% of family traditionalists.

Despite the fact that large majorities — exclusive of the feminists — agree that "when both parents work, children are more likely to get into trouble," the working status of parents is not perceived to be the only source of trouble in child rearing today. Many (over seven in ten family members) believe that "even when they don't work, parents today don't give their children the time and attention they need." Family traditionalists agree with this assessment; feminists disagree.

2. Teenagers, 13 to 18 years, are in many ways very traditional in their views of the roles mothers and fathers should play, but teenage girls, especially, plan to continue the trend toward combining work and family. Teenagers with working parents differ very little in their views from teenagers with one parent at home.

While teenagers see equal pressures on boys and girls their age to get a good education, 77% feel that boys are under more pressure than girls to get a good job after graduating. Yet, 70% feel that men and women should assume equal responsibilities to work and earn money for the family.

When teenagers were questioned about work preferences, 70% of boys and 58% of girls said they plan to work full or part time. This percentage of girls is 9% higher than the proportion of women aged 18 to 39 who would choose to work full or part time in the absence of economic necessity, and 19% higher than among women aged 40 and over.

On the other hand, teenagers are remarkably more positive than adults 18 and over about the advantages of homemaking as a job; 59% and 65% of boys and girls, respectively, feel that homemaking has more advantages than disadvantages.

More than nine in ten boys and girls agree that both parents should take an equal role in child care. Moreover, 70% of boys and 82% of girls believe that "it's not the amount of time you spend with your children that's important, but what you do when you do spend time with them." However, they also believe that children of working parents are more likely to get into trouble than those with one parent at home — 65% of boys, and 58% of girls. Children of working parents agree by a lesser 51%.

Overall, a majority of teenagers feel that when both parents work, children under twelve, and especially preschool children, suffer. However, seven in ten feel that parents working during their children's teen years has positive or no effects on teenagers. Teenagers of both sexes feel that mothers should be at home with young children, but feel little need for increased parental time themselves. And teens with working parents see positive benefits from having both mother and father employed outside the home.

If they were to spend more time with their parents (and more would like additional time with their fathers than with their mothers), most teenagers single out going on vacations, talking, and going to the movies as activities they would like to share with them more frequently. Teenagers with both parents working differ little from others in this respect.

Finally, teenagers, like their parents, believe children of working parents have to become more self-reliant and independent, and that's probably a good thing.

3. The interrelationship between child rearing and work or careers is a strong one — 50% of parents say that their work has had an effect on their decisions about how to rear a child, 21% on when to have a child, and 7% on whether or not to have a child.

In 35% of American households where there are children at home, parents now supplement their own care with other child-care arrangements. Nearly half of these households have other family members help in caring for their children, and 23% use paid help in the home. Less than one in five uses a day care center.

A one-solution blueprint for the care of children of working parents does not emerge from the survey, nor is it likely to appear. The needs of children vary with age, and parents find themselves in a variety of work, family, and financial circumstances. Asked about a range of child-care trends, American family members support all improvements which help working parents, but are most clearly in favor of flexibility on the part of the employer and of increasing the responsibility of the children themselves.

Eighty-five percent of family members feel it would be a good thing for families if "employers made it easier for working parents to arrange their jobs and careers around their children." A similarly high 81% feel it would be a good thing if "children were expected to take on more responsibility for themselves"; majorities of all four leadership groups agree with both statements.

Another popular support for working parents is a tax deduction for paid neighborhood or in-home child care, supported by 65% of family members and by majorities of all leadership groups. Day care centers and other child-care services outside the home are supported by similar majorities. Grandparents and other family members taking over child care, and schools providing more care outside of school hours, two other alternatives, are supported by more than six in ten family members, and by most opinion leaders.

Family traditionalists disagree with other leaders on two of these possibilities, feeling that more day care centers and more after-hours care by the schools would be a bad thing for families.

4. The post-war growth in numbers of working wives and mothers in the United States has its roots in economic necessity and the desire to achieve a sense of personal satisfaction. This change has profoundly influenced the outlook of America's families toward traditional roles in the home and toward the propriety of women taking on jobs other than homemaking. On the other hand, time constraints for working women with family responsibilities may lead them to look to part-time employment in the absence of financial need.

Asked what reasons are important to their working, 90% of men and 87% of women say that a "personal sense of accomplishment" is important. The reason next most likely to be cited by both men and women is "helping to make ends meet," followed by "improving the family's standard of living."

When asked "if you had enough money to live as comfortably as you'd like, would you prefer to work full time, work part time, do volunteer work, or work at home caring for the family?," women choose full- or part-time work by 44% to 39% over homemaking. Women who now work feel even more strongly: In the absence of economic necessity, they would choose work outside the home by 58% to 28%.

A somewhat more surprising finding, however, is that most women would opt for part-time employment if they had enough money to live as comfortably as they and their families would like. Working men prefer full-time employment (50%) to part-time (28%), but women now working, in absence of necessity, would prefer part-time (41%) over full-time (17%) employment. Women who currently hold executive/managerial/professional jobs feel that way in even greater numbers, opting for part-time work (51%) over full-time (19%), a finding which may well reflect their current time constraints. Apparently, women believe that the demands and obligations they feel toward job, home, and children would be better balanced by spending fewer hours at work.

Interesting part-time work opportunities might relieve the tension between work and family responsibilities that many working women are clearly experiencing. Recognition of a trade-off between career and family time, however, is shown by the 64% of family members and 72% of working mothers who agreed with the statement, "People who expect to get ahead in their careers or jobs have to expect to spend less time with their families."

On the other hand, 85% of family members support the view that "even if they do have families, women should be given opportunities equal to men to work and have careers outside the home." All opinion leaders interviewed — human resource officers from major corporations, labor union leaders, feminists, and family traditionalists — agree with this statement by strong majorities.

If women continue to choose alternative work options — such as part-time work and personal leave for family responsibilities — in greater numbers than men, however, the effect on their earning potential and their ability to build equal careers could be profound. Employers offering these options and employees asking for them will have to consider carefully the longer term implications for employee productivity, career and employment patterns, and equal opportunity, as well as for society and families.

5. By and large, the public views the job of homemaker as having more disadvantages than advantages when compared with other jobs. Homemakers disagree.

Attitudes toward homemaking as a job play a significant role in differences of opinion between working women and homemakers on the value of work outside the home. Sixty-one percent of homemakers view their jobs as having more advantages than disadvantages, 29% more disadvantages. Working women take the opposite view; 52% see more disadvantages, 36% more advantages. Forty-nine percent of men also see more disadvantages in this job. Men with working wives agree, by an even clearer margin, that homemaking has more disadvantages than advantages.

The disadvantages perceived in homemaking as a job are a lack of exposure to other people, the absence of clear financial rewards, the routine nature of the work, the magnitude of the job for one person, and the tendency to feel tied down and trapped. On the other hand, the advantages cited by homemakers are strong ones: more time with the family, particularly for building

a relationship with the children, and the freedom to set and work one's own schedule.

Both feminist leaders and family traditionalists place a higher dollar value on the homemaker's job than do family members in general, and women place a higher dollar value on the job than do men. The annual wage equivalent volunteered by most men is $12,700; by women, $13,800; by family traditionalists, $19,600; and by feminists, $21,500.

Perceptions of traditional divisions of family responsibilities have altered substantially with women's entry into the work force. Family members and opinion leaders (including family traditionalists) all reject the notions that "raising children should be the responsibility of the mother, not the father, whether or not she works"; the "person whose salary or wages are most important to the family should make most of the big financial decisions"; and "the person whose salary or wages are least important to the family should make most of the decisions about housework and family activities."

These changes in attitude can be seen as diminishing the traditional status and responsibility of homemakers, and, in fact, nonworking women are more likely than working women to approve of traditional divisions of responsibility in the family.

6. Family members do not single out any one solution to the conflicting demands of work and family responsibilities. There is a desire for recognition of their needs and concerns by employers and understanding in working out approaches to meet them.

When questioned about possible policies and benefits that would help balance family and work responsibilities, the tension between the demands of full-time work and uninterrupted careers on the one hand and family responsibilities on the other was again evident.

Consistent with this theme of conflicting demands was the desire for part-time work with full benefits. Forty-two percent of family members, 49% of working women, and 56% of women planning to work felt that it would help them a great deal.

Similar evidence of the conflict can be found in the fact that 42% of famiy members and 53% of working mothers wanted to be able to resume work at the same pay and seniority after a personal leave of absence.

The same theme is picked up again in the responses to the question of whether or not paid time off specifically for children and family responsibilities would be of great help. Twenty-five percent of adult family members and 37% of working mothers said that it would.

A number of other possible benefits and policies less directly related to this theme were also explored. Taken together, they all underscore the desire of employees for greater flexibility in meeting their personal needs.

The one option of no help to most families is a "shorter workweek with less pay."

During the next ten years, the impact of working women on the workplace and on the family will be assimilated and reassessed. It will be a time for experimentation by employers and families with new kinds of work and career patterns and with new roles and responsibilities for children. The next generation, in fact, may be the primary beneficiary of the changes of the past decade. Through it all, the American family and system will show their traditional strength — adaptability to a changing world.

1. Families at Work: Strengths and Strains

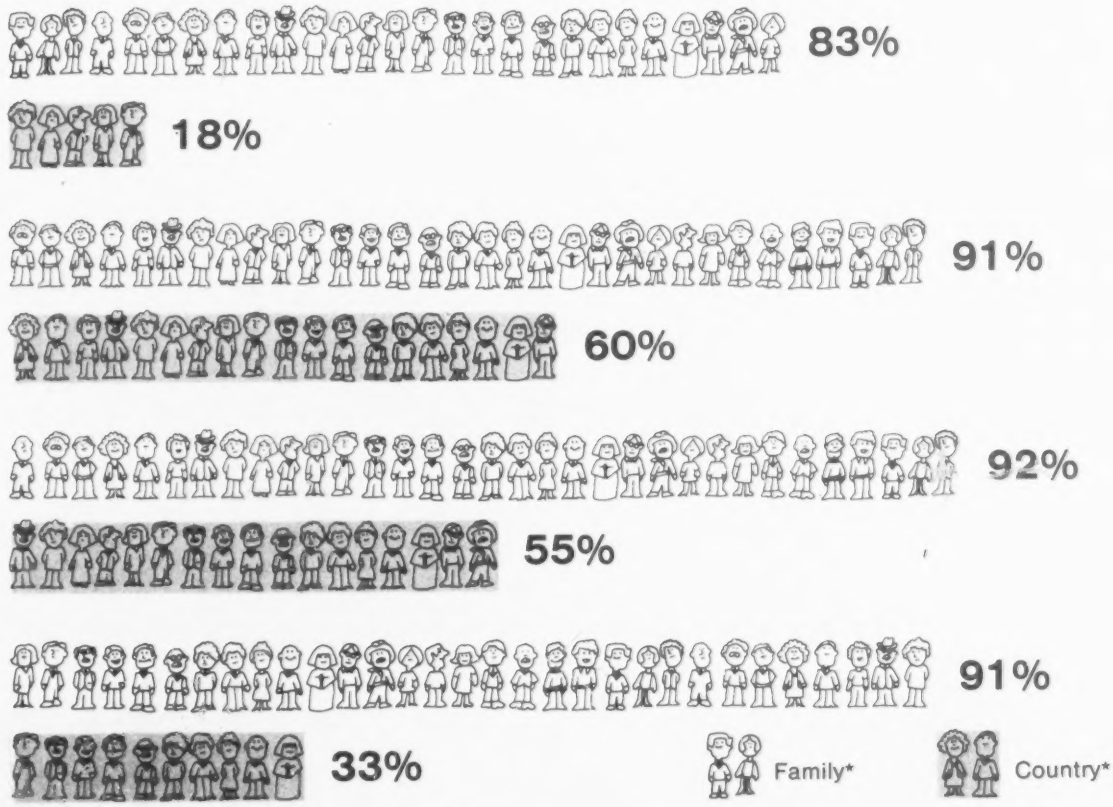
A. GENERAL OUTLOOK

The current national mood is a curious mixture of serious doubt about the nation and highly positive feelings about one's own family. While only one-third of American family members feel that things in this country are going well today, virtually all family members (91%) feel that things are going well for their families. Not since 1975 have American family members perceived such a difference between the state of affairs at home and across the land (Chart 1).

1 STATE OF THE COUNTRY VERSUS STATE OF THE FAMILY*

How are things going for you and your family these days — very well, fairly well, pretty badly, or very badly?

And how do you feel things are going in the country these days — very well, fairly well, pretty badly, or very badly?



*Those saying things are going "very well" and "fairly well"

In part, satisfaction with family life may reflect the satisfaction that most American family members (81%) continue to feel with their current standard of living. Despite more than five years of double-digit inflation, this is nearly identical to the 1975 finding (Chart 2).

B. THE PROS AND CONS OF WORKING: THE EFFECTS ON FAMILY LIFE

A 52% majority of family members feel that the effects of both parents working have been *negative* for families in this country. This feeling is slightly stronger among working men (55%) and noticeably weaker among working women (44%). Human resource executives (60%) and labor leaders (65%) also feel that the effects have been negative, and family traditionalists are unanimous (100%) in their judgment that both parents working has had negative effects for families. Feminists, however, sense that the trend toward both parents working has been positive for families (67%). They are the only group that feels this way (Charts 3 and 4).

When asked to name specific negative consequences that stem from both parents working, family members most often mention:

- A lack of guidance, supervision, and discipline for children ("children run wild and get into trouble if parents don't look after them"); and
- A breakdown of the family and home ("family life seems to be falling apart").

Family traditionalists believe, in this regard, that both parents working takes away from shared family activities.

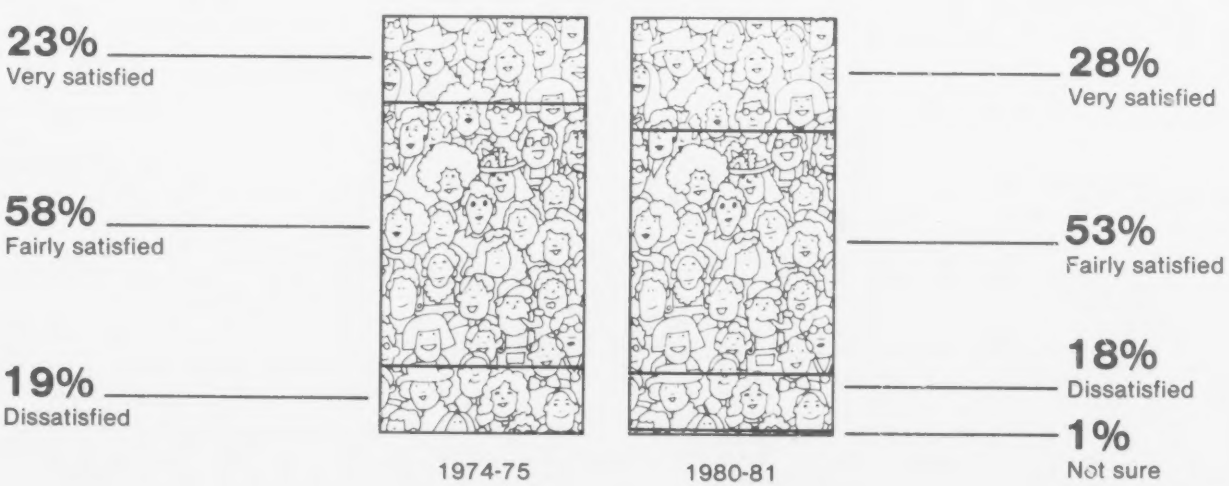
The most commonly cited positive effects of working parents are:

- Increased income and a higher standard of living ("two paychecks are better than one"); and
- Increased growth and fulfillment for women ("it's better for women, they become more independent").

In addition, feminists believe that both parents working helps communications in a marriage and family.

2 SATISFACTION WITH FAMILY'S PRESENT STANDARD OF LIVING

How satisfied are you with your family's present standard of living — very satisfied, fairly satisfied, or dissatisfied?



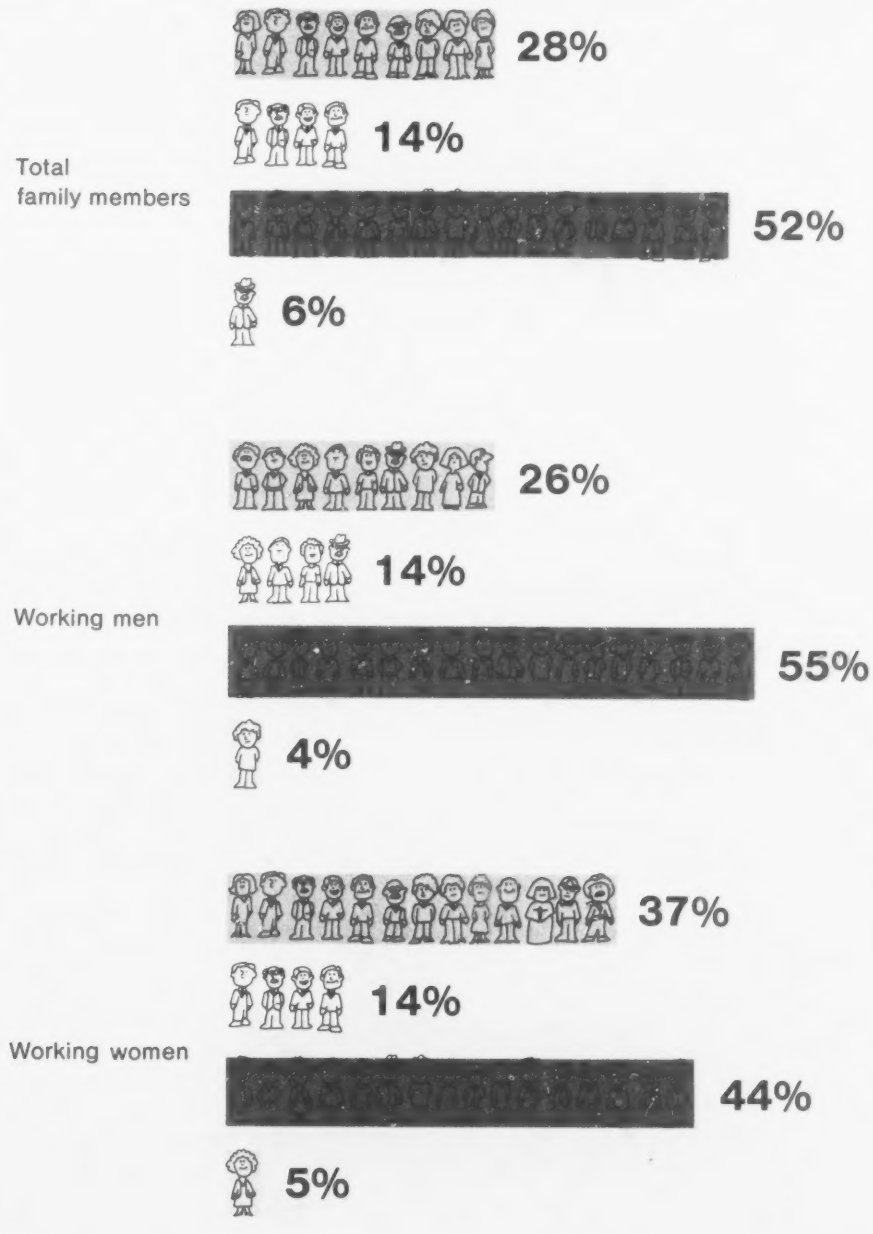
3 EFFECT OF BOTH PARENTS WORKING OUTSIDE THE HOME

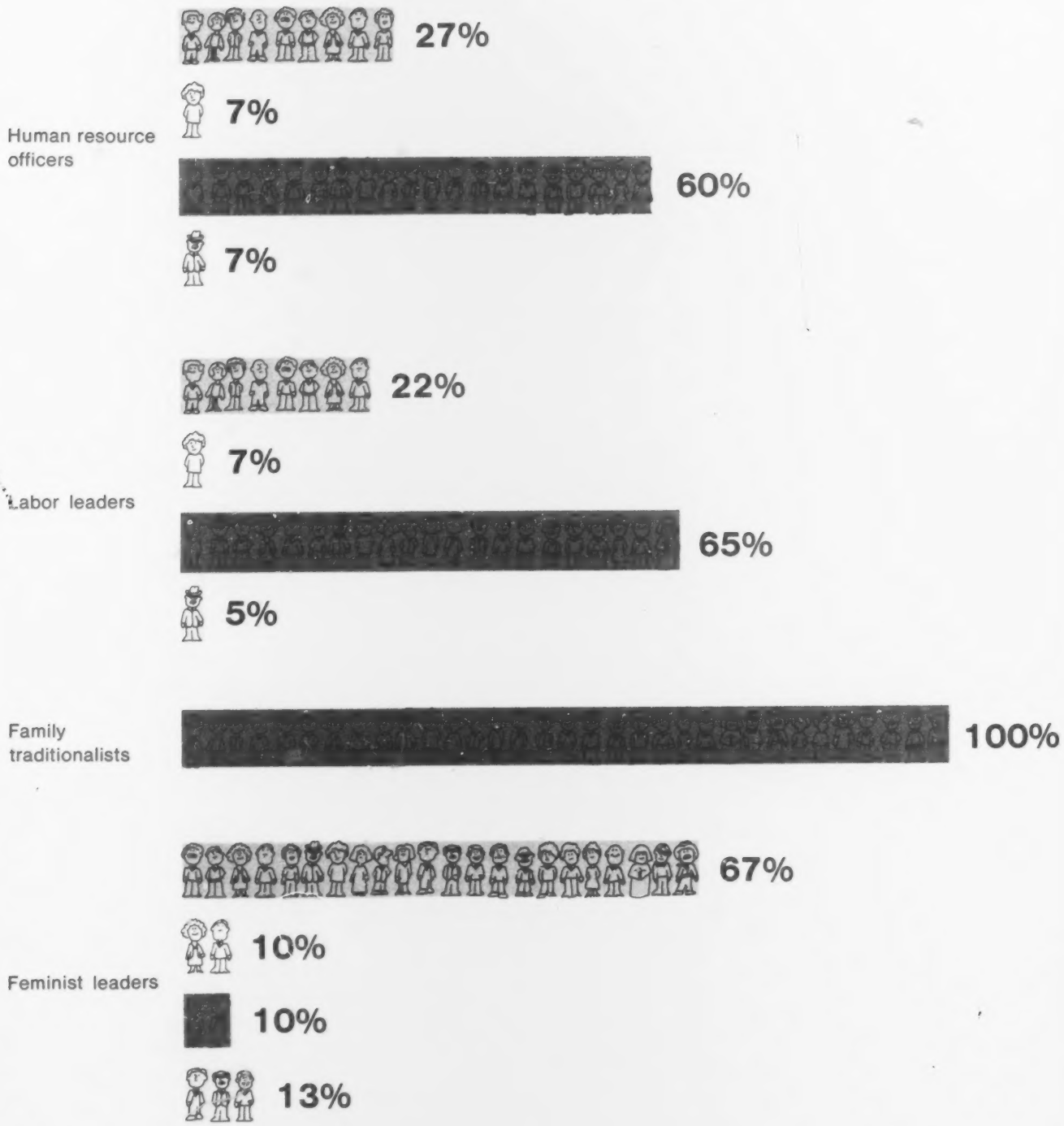
Do you think this trend toward both parents working outside the home has had a generally positive, a generally negative, or no effect at all on families?

				Leaders			
	Total Family Members	Working Men	Working Women	Human Resource Officers	Labor Leaders	Family Tradition-alists	Feminist Leaders
Base	**1503**	**583**	**431**	**104**	**55**	**48**	**52**
	%	%	%	%	%	%	%
Generally positive	28	26	37	27	22	-	67
Generally negative	52	55	44	60	65	100	10
No effect at all	14	14	14	7	7	-	10
Not sure	6	4	5	7	5	-	13

4 EFFECT OF BOTH PARENTS WORKING OUTSIDE THE HOME

Do you think this trend toward both parents working outside the home has had a generally positive, a generally negative, or no effect at all on families?




27%
7%
Human resource officers
60%
7%
22%
7%
Labor leaders
65%
5%
Family traditionalists
100%
67%
10%
Feminist leaders
10%
13%

C. THE BENEFITS AND STRAINS OF WORKING

The primary rewards of working to the family are financial — generally, a higher income, a better standard of living, and increased financial security; more specifically, the ability to buy a home and provide an education for the children (Chart 5).

The strains that work has placed on the family are most often seen as resulting from long work hours and their effects — less leisure time with families and more stress and tension (Chart 6).

Despite this concern for time, both working men and working fathers seem generally satisfied with the amount of time they have for themselves (65% and 60%, respectively). Working mothers, however, are in sore need of more time for themselves; 63% feel that they don't have enough. This may be the outcome of trying to balance work outside the home with the responsibilities of child care (Chart 7).

5 WAYS IN WHICH WORK HAS BENEFITED MARRIAGE AND FAMILY (BASE: MARRIED/LIVING WITH PARTNER)

In what ways has your and/or your spouse's or partner's work benefited your marriage and family? What else?

	Total	Working Men	Working Women	Working Parents
Base	**1184**	**511**	**303**	**667**
	%	%	%	%
Provides better financial status, making more money/better income	19	21	17	19
Provides a better standard of living	14	16	14	14
Security, financial security	11	10	13	10
Higher feeling of accomplishment, feel better about myself, self-esteem	11	13	13	10
We could afford to buy a house/ a place to live	10	8	10	10
Educate our children, send them to school	10	9	10	8
Provides for the things we need/ our financial needs	9	8	11	9
Provides for the family, taking care of the family, raising a family	9	8	9	8

6 WAYS IN WHICH WORK HAS STRAINED MARRIAGE AND FAMILY (BASE: MARRIED/LIVING WITH PARTNER)

And, what strains has your and/or your spouse's or partner's work placed on your marriage and family? What else?

	Total	Working Men	Working Women	Working Parents
Base	**1188**	**512**	**304**	**667**
	%	%	%	%
Lack of time with family/children, less time to see each other	21	23	25	26
Long hours on the job, too much overtime	15	16	13	16
Strain/tension/pressure due to work, feel cross/edgy, bring home tension from work	8	8	13	11
Away for long periods of time/on the road	5	4	5	5
Not having enough time for other things/ leisure time	4	4	6	4
Don't make enough wages/money	4	5	3	5

7 HAVING ENOUGH TIME FOR ONESELF

Do you feel you have enough time for yourself, or not?

	Total Family Members	Working Women	Working Men	Working Mothers	Working Fathers
Base	**1503**	**431**	**583**	**245**	**364**
	%	%	%	%	%
Yes, have enough time	66	50	65	36	60
No, don't have enough time	34	50	35	63	40
Not sure	1	*	*	1	-

*Less Than 0.5%.

8 WORK PREFERENCES: BY SEX AND EMPLOYMENT

If you had enough money to live as comfortably as you'd like, would you prefer to work full time, work part time, do volunteer-type work, or work at home caring for the family?

	Total Family Members	Total Men	Total Women	Working Men	Working Women
Base	**1500**	**718**	**782**	**583**	**428**
	%	%	%	%	%
Work full time	28	45	12	50	17
Work part time	30	28	32	28	41
Do volunteer work	12	10	14	9	13
Work at home	26	12	39	10	28
None (vol.)	2	4	1	2	*
Not sure	1	1	2	1	*

*Less Than 0.5%.

9 WORK PREFERENCES AMONG WORKING WOMEN: BY OCCUPATION

If you had enough money to live as comfortably as you'd like, would you prefer to work full time, work part time, do volunteer-type work, or work at home caring for the family?

	Total Working Women	Executive/ Professional/ Manager	White Collar	Homemakers
Base	**428**	**156**	**222**	**217**
	%	%	%	%
Work full time	17	19	14	4
Work part time	41	51	38	18
Do volunteer work	13	12	15	14
Work at home	28	18	33	61
None (vol.)	*	-	1	1
Not sure	*	1	*	2

*Less Than 0.5%.

Notwithstanding the perceived strains of work, most family members would prefer to work either full or part time, even if they don't have to. The preference for work is pronounced among both currently working men (78%) and currently working women (58%). Women, for their part, are noticeably more inclined than men to prefer part-time work combined with work at home caring for the family, even if their working is not essential to the family income. This preference for part-time work is characteristic of 41% of all currently working women, and of more than half of the women who now hold executive, professional, or managerial positions (51%) (Charts 8 and 9).

In terms of motivation, nearly all working adults (both men and women) are working primarily to:

- Achieve a sense of personal satisfaction (89%);
- Help make ends meet (87%); and
- Raise their standard of living (85%).

The fact that a need for personal satisfaction and accomplishment heads the list may explain in part why most American family members prefer to work, even in the absence of economic necessity (Chart 10).

10 REASONS FOR WORKING

Please tell me if each of the following is an important reason for your working, or not.

	Working Adults	Working Men	Working Women
Base	**1013**	**582**	**431**
	%	%	%
Providing you with a sense of accomplishment and personal satisfaction			
Important reason	89	90	87
Not important reason	10	9	13
Helping make ends meet			
Important reason	87	90	84
Not important reason	12	10	16
Improving your family's standard of living			
Important reason	85	88	81
Not important reason	15	12	18
Providing a cushion or nest egg for your family			
Important reason	82	89	72
Not important reason	17	10	27
Earning money of your own to spend as you like			
Important reason	67	68	64
Not important reason	33	30	36
Paying for your children's or spouse's education			
Important reason	64	73	51
Not important reason	32	23	44
Providing for your own personal nest egg			
Important reason	60	66	51
Not important reason	39	33	48

D. GENERAL ATTITUDES ABOUT WOMEN AND WORKING

Overwhelming majorities of both family members and leaders recognize that "it's more difficult for women to get ahead in a career or job because family responsibilities usually fall on them," and that "even if they do have families, women should be given opportunities equal to men to work and have careers outside the home." In addition, most leaders reject the notion that if it weren't for inflation "women could stay at home as they were intended." Taken collectively, these findings suggest that the trend toward women working will continue, and reinforce the idea that, even in the absence of economic necessity, women are no longer expected to stay at home (Chart 11).

A look at the views of family subgroups on the question of working women and inflation reveals some interesting differences. First, working family members — both men and women — and family members under age 40 are noticeably more vehement in their feelings that women are *not* intended to remain at home. In fact, it is only women homemakers, family members over 65, and family traditionalists who agree in strong numbers that women should remain at home (Charts 12 and 13).

11 PUBLIC AND LEADERSHIP AGREEMENT WITH VARIOUS STATEMENTS CONCERNING JOB AND FAMILIES

Please tell me whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with the following statements.

		Leaders			
	Total Family Members	Human Resource Officers	Labor Leaders	Family Tradition-alists	Feminist Leaders
Base	1503	104	55	48	52
	%	%	%	%	%
It's more difficult for women to get ahead in a career or job because family responsibilities usually fall on them.					
Agree*	75	81	82	73	90
Disagree**	23	19	18	27	8
Not sure	1	-	-	-	2
If inflation were stopped, then women could stay at home as they were intended					
Agree*	47	17	29	79	8
Disagree**	50	80	71	15	87
Not sure	2	1	-	4	2
Even if they do have families, women should be given opportunities equal to men to work and have careers outside the home					
Agree*	85	96	95	76	98
Disagree**	14	4	5	20	-
Not sure	1	-	-	2	2

*Those who "agree strongly" or "agree somewhat."
**Those who "disagree strongly" or "disagree somewhat."

12 ATTITUDES TOWARD INFLATION AND WORKING WOMEN: BY EMPLOYMENT

Please tell me whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with the following statements.

	Total Family Members	Working Adults	Working Men	Working Women	Women Homemakers
Base	1503	1014	583	431	217
	%	%	%	%	%
If inflation were stopped, then women could stay at home as they were intended					
Agree*	47	43	45	40	62
Disagree**	50	55	53	59	36

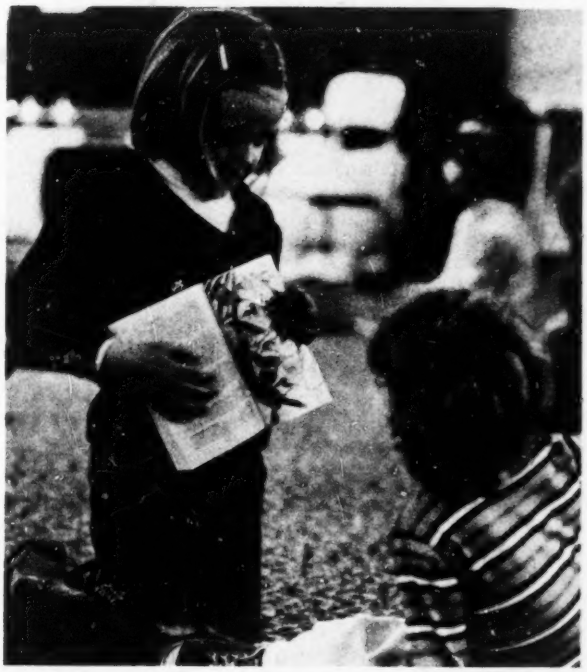
*Those who "agree strongly" or "agree somewhat."
**Those who "disagree strongly" or "disagree somewhat."

13 PUBLIC ATTITUDES TOWARD INFLATION AND WORKING WOMEN: BY AGE

Please tell me whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with the following statements.

	Total Family Members	Age				
		18-24 Years	25-39 Years	40-49 Years	50-64 Years	65 and Over
Base	1503	200	595	242	317	139
	%	%	%	%	%	%
If inflation were stopped, then women could stay at home as they were intended						
Agree*	47	42	40	50	51	65
Disagree**	50	55	58	47	46	32

*Those who "agree strongly" or "agree somewhat."
**Those who "disagree strongly" or "disagree somewhat."



2. Working Families & Child Care

A. ATTITUDES TOWARD WORK, PARENTING, AND CHILD CARE

The quality and amount of guidance, discipline, and attention children receive are the outstanding concerns voiced by family members regarding the effects of both parents working outside the home. Exploring the issues surrounding work and child care produces a clearer, more detailed picture of the hopes and fears of American family members for the children of working parents.

On the positive side, about nine in ten family members,including parents, working mothers, and working fathers, believe that "when both parents work, children have to become more self-reliant and independent." In addition, more than eight in ten family members believe that "it's not the amount of time you spend with your children that's important, but what you do when you spend time with them." Taken together, these findings suggest that benefits to children occur when both parents work, and that work and child rearing are generally compatible despite the time demands of work. Equally positive, the overwhelming majority of family members agree that "mothers and fathers should play an equal role in caring for children even if it means taking some time away from their jobs."

On the negative side, however, majorities of family members and parents feel that "when both parents work, children are more likely to get into trouble," and that "parents who work spoil their children to make up for not spending time with them."

Work is not the sole factor influencing attitudes toward changes in child care today. Clearly, the perception of deterioration in the overall quality of parenting is widespread. A majority of all groups except feminists believe that "even when they don't work, parents today don't give their children the time and attention they need," and that "parents today don't seem as willing to sacrifice for their children as parents did in the past" (Charts 14 and 15).

As might be expected, family traditionalists and feminists hold differing views on many of these same child-care issues. There is strong agreement, however, on one issue: "When both parents work, children have to become more self-reliant and independent." By and large, however, these two leadership groups remain conspicuously polarized.

Family traditionalists, for example, sense that the quality of parenting has deteriorated over the years, and as a result has produced some strong negative consequences for children. Feminists, on the other hand, do not believe that parental interest and attention have declined in recent times, not do they agree that troubled youths more often come from families in which both parents work.

On the remaining issues, majorities of both family traditionalists and feminists believe that "mothers and fathers should play an equal role" in child care and that "it's not the amount of time you spend with your children that's important, but what you do when you do spend time with them." Nonetheless, large minorities of family traditionalists (40% and 46%, respectively) reject each of these arguments (Chart 15).

14 STATEMENTS ABOUT WORKING PARENTS AND CHILDREN: FAMILY MEMBERS

Now I'd like to read you some statements that people have made about working parents and children. For each one, please tell me whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly.

	Total Family Members	Total Parents	Working Mothers	Working Fathers
Base	1502	847	244	364
	%	%	%	%
When both parents work, children have to become more self-reliant and independent				
Agree**	90	91	94	89
Disagree***	9	8	6	11
Not sure	1	*	-	-
It's not the amount of time you spend with your children that's important, but what you do when you do spend time with them				
Agree**	86	84	88	80
Disagree***	13	16	11	20
Not sure	1	1	1	*
Mothers and fathers should play an equal role in caring for children, even if it means taking some time away from their jobs				
Agree**	83	84	86	82
Disagree***	16	16	14	18
Not sure	1	1	*	*
When both parents work, children are more likely to get into trouble				
Agree**	72	70	57	75
Disagree***	27	29	41	25
Not sure	1	1	2	1
Even when they don't work, parents today don't give their children the time and attention they need				
Agree**	71	69	68	69
Disagree***	27	29	31	29
Not sure	2	1	1	2
Parents today don't seem as willing to sacrifice for their children as parents did in the past				
Agree**	59	57	55	57
Disagree***	39	42	45	43
Not sure	1	1	1	*
Parents who work spoil their children to make up for not spending time with them				
Agree**	55	53	54	52
Disagree***	43	45	45	47
Not sure	2	1	1	1

*Less Than 0.5%.
**Those who "agree strongly" or "agree somewhat."
***Those who "disagree strongly" or "disagree somewhat."

15 STATEMENTS ABOUT WORKING PARENTS AND CHILDREN: LEADERS

Now I'd like to read you some statements that people have made about working parents and children. For each one, please tell me whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly.

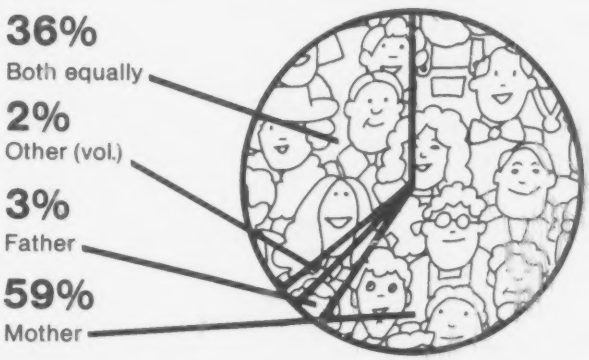
	Leaders	
	Family Tradition-alists	Feminist Leaders
Base	**48**	**52**
	%	%
When both parents work, children have to become more self-reliant and independent		
Agree*	79	94
Disagree**	17	2
Not sure	4	4
Mothers and fathers should play an equal role in caring for children, even if it means taking some time away from their jobs		
Agree*	58	96
Disagree**	40	2
Not sure	2	2
It's not the amount of time you spend with your children that's important, but what you do when you do spend time with them		
Agree*	54	92
Disagree**	46	4
Not sure	-	4
When both parents work, children are more likely to get into trouble		
Agree*	88	19
Disagree**	13	75
Not sure	-	6
Even when they don't work, parents today don't give their children the time and attention they need		
Agree*	71	37
Disagree**	27	50
Not sure	2	13
Parents today don't seem as willing to sacrifice for their children as parents did in the past		
Agree*	65	27
Disagree**	35	62
Not sure	-	12
Parents who work spoil their children to make up for not spending time with them		
Agree*	60	13
Disagree**	38	77
Not sure	2	10

*Those who "agree strongly" or "agree somewhat."
**Those who "disagree strongly" or "disagree somewhat."

16 FAMILY MEMBER WHO MOSTLY HANDLES CHILD CARE (BASE: PARENTS WITH CHILDREN AT HOME)

Would you say that, in your family, the children are cared for mostly by the mother, mostly by the father, or that both parents share day-to-day child care equally?

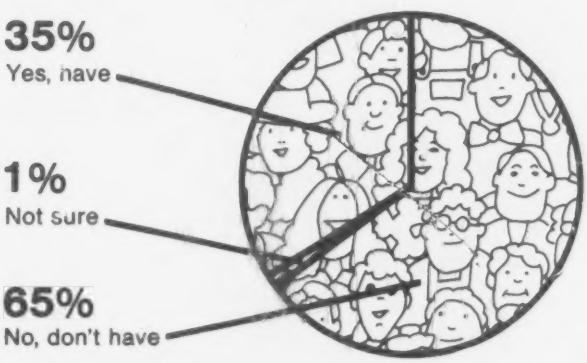
Base 851



17 CHILD-CARE ARRANGEMENTS IN ADDITION TO PARENTS (BASE: PARENTS WITH CHILDREN AT HOME)

Do you have any other child-care arrangements in addition to the parents taking care of the children, or not?

Base 851



B. CHILD-CARE PRACTICES OF AMERICAN FAMILIES

Despite mixed feelings about certain key issues surrounding work and the raising of children, the child-care practices of most contemporary families are clear, defined, and fairly traditional. In 59% of families with children at home, the primary responsibility for child care rests with the mother, although parents in about one-third of these households (36%) share the job equally. Only rarely does primary child care rest with the father (3%) (Chart 16).

Over one-third of households with children (35%) also have other child-care arrangements, most typically:

- Other family members (48%);
- Paid help inside the home (23%); and
- Day care centers (19%) (Charts 17 and 18).

With nearly two in five American families now supplementing primary parental care with alternative child-care arrangements, and with every expectation that women will increasingly enter the work force over the next few years, it is not surprising that all of the child-care alternatives presented as future possibilities are considered *good* for families. Indeed, positive feelings in this regard are expressed equally by parents, working mothers and fathers, teenagers with working parents, and family members overall. While there is support for all alternatives, two head the list:

- Employers making it easier for working parents to arrange their jobs and careers around children; and
- Children taking on more responsibilities (Chart 19).

In general, leadership opinion supports the necessary child-care alternatives. Even family traditionalists agree that it would be a good thing for families if employers helped working parents arrange their jobs around their children, if children took on more responsibility for themselves, and if government tax deductions helped pay for in-home or neighborhood child care. Although family traditionalists are the only leadership group decidedly against both day care outside the home and schools providing more after-hours care, they are most united in supporting extended child care within the family by grandparents and other family members.

Both human resource executives and labor leaders agree that it would be a good thing for families if employers made it easier for parents to balance work and child care (Chart 20).

18 TYPE OF ADDITIONAL CHILD CARE (BASE: PARENTS USING ADDITIONAL CHILD-CARE ARRANGEMENTS)

Which of the following best describes who cares for your children besides their parents?

Base 334

Note: Doesn't add to 100% because of multiple responses.

19 ATTITUDES TOWARD POSSIBLE CHILD-CARE ARRANGEMENTS: FAMILY MEMBERS

Some people say that as it becomes more and more common for both parents or for single parents to work, child care in this country is bound to change. On balance, do you feel it would be a good thing or a bad thing for families if (READ EACH ITEM)?

	Total Family Members	Total Parents	Working Fathers	Working Mothers	Adults Who Had Working Mothers	Teen-agers With Both Parents Working
Base	**1503**	**848**	**364**	**245**	**475**	**118**
	%	%	%	%	%	%
Employers made it easier for working parents to arrange their jobs and careers around their children						
Good thing	85	87	84	91	87	86
Bad thing	13	10	14	7	10	13
Neither good nor bad (vol.)	1	1	1	2	1	-
Not sure	2	2	1	1	1	2
Children were expected to take on more responsibility themselves						
Good thing	81	78	77	80	78	86
Bad thing	15	18	20	16	18	13
Neither good nor bad (vol.)	2	2	1	3	2	2
Not sure	2	2	2	1	2	-
Government tax deductions helped people pay to have someone care for their children in their own homes or in neighborhood homes						
Good thing	65	71	62	81	70	71
Bad thing	31	25	35	14	26	26
Neither good nor bad (vol.)	1	1	1	1	2	-
Not sure	3	3	2	3	3	3
Day care centers and other child care services outside the home became more and more common						
Good thing	65	67	56	81	73	63
Bad thing	30	29	39	15	23	33
Neither good nor bad (vol.)	2	2	2	3	2	3
Not sure	2	2	3	1	2	2
Grandparents and other family members besides the parents took over child care						
Good thing	63	66	58	70	66	57
Bad thing	31	29	36	26	28	42
Neither good nor bad (vol.)	3	3	4	1	3	2
Not sure	3	2	3	2	4	-
Schools provided more child care before and after school hours						
Good thing	62	64	57	69	67	71
Bad thing	34	33	40	28	28	25
Neither good nor bad (vol.)	2	1	1	2	2	2
Not sure	3	2	2	1	3	2

20 ATTITUDES TOWARD POSSIBLE CHILD-CARE ARRANGEMENTS: LEADERS

Some people say that as it becomes more and more common for both parents or for single parents to work, child care in this country is bound to change. On balance, do you feel it would be a good thing or a bad thing for families if (READ EACH ITEM)?

		Leaders			
	Total Family Members	Human Resource Officers	Labor Leaders	Family Tradition-alists	Feminist Leaders
Base	**1503**	**104**	**55**	**48**	**52**
	%	%	%	%	%
Employers made it easier for working parents to arrange their jobs and careers around their children					
Good thing	85	86	87	75	94
Bad thing	13	10	7	15	4
Neither good nor bad (vol.)	1	2	5	6	-
Not sure	2	3	-	4	2
Children were expected to take on more responsibility themselves					
Good thing	81	87	78	56	81
Bad thing	15	13	15	27	6
Neither good nor bad (vol.)	2	-	4	6	2
Not sure	2	1	4	10	12
Government tax deductions helped people pay to have someone care for their children in their own homes or in neighborhood homes					
Good thing	65	63	76	60	85
Bad thing	31	36	24	35	8
Neither good nor bad (vol.)	1	1	-	4	2
Not sure	3	-	-	-	6
Day care centers and other child care services outside the home became more and more common					
Good thing	65	73	76	13	94
Bad thing	30	25	20	81	4
Neither good nor bad (vol.)	2	1	2	6	2
Not sure	2	1	2	-	-
Grandparents and other family members besides the parents took over child care					
Good thing	63	59	60	88	65
Bad thing	31	33	33	6	15
Neither good nor bad (vol.)	3	7	5	2	12
Not sure	3	2	2	4	8
Schools provided more child care before and after school hours					
Good thing	62	57	71	13	85
Bad thing	34	42	25	83	10
Neither good nor bad (vol.)	2	1	2	4	4
Not sure	3	-	2	-	2

3. Families & Work: Setting Priorities/ Finding a Balance

A. CAREER AND FAMILY

Family members and leaders alike understand that wanting to move ahead in one's career can place hardships on families; all groups agree that people who expect to get ahead in their careers "have to expect to spend less time with their families" and "should be willing to relocate their families." At the same time, family members, human resource executives, and labor leaders believe that "people who don't spend enough time with their families *now* won't spend more time with them even if their employers make it easier for them to do so"; family traditionalists and feminists disagree (Chart 21).

21 PUBLIC AND LEADERSHIP AGREEMENT WITH VARIOUS STATEMENTS CONCERNING JOB AND FAMILY

Please tell me whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with the following statements.

		Leaders			
	Total Family Members	Human Resource Officers	Labor Leaders	Family Tradition-alists	Feminist Leaders
Base	**1503**	**104**	**56**	**49**	**52**
	%	%	%	%	%
People who expect to get ahead in their careers or jobs have to expect to spend less time with their families					
Agree*	64	84	82	65	77
Disagree**	35	14	18	35	21
Not sure	1	2	-	-	2
People who don't spend enough time with their families now won't spend more time with them even if their employers make it easier for them to do so					
Agree*	53	55	57	49	33
Disagree**	44	40	43	51	62
Not sure	1	3	-	-	6
People who expect to get ahead in their careers or jobs should be willing to relocate their families					
Agree*	65	88	84	65	52
Disagree**	32	12	16	29	40
Not sure	2	-	-	6	4

*Those who "agree strongly" or "agree somewhat."
**Those who "disagree strongly" or "disagree somewhat."

B. THE JOB OF HOMEMAKING

In large measure, the job of homemaking demands that work and family responsibilities become one. In this sense it is unique. Nevertheless, how does homemaking compare with other jobs? Does it have more advantages or disadvantages as a job? What are they? And, what would the job be worth if it were paid with an annual wage?

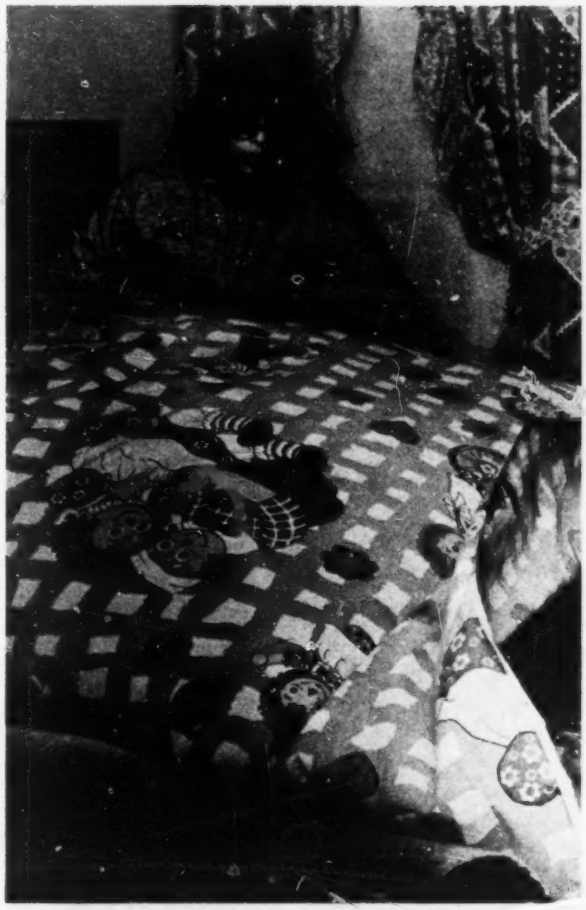
To start, attitudes toward homemaking differ noticeably by sex. While a sizable 49-36% segment of men think the job has more disadvantages than advantages compared to other work, women by a 46-43% margin think that it holds more advantages. Working outside the home, however, strongly affects attitudes toward homemaking — majorities of men with working wives (52%) and working women (52%) feel that, on balance, homemaking has more disadvantages.

But a significant 61-29% majority of the 28% of women who are presently homemakers feel that the job's advantages outweigh its disadvantages (Charts 22 and 23).

22 HOMEMAKING COMPARED TO OTHER JOBS ON BALANCING WORK AND FAMILY RESPONSIBILITIES: AMONG MEN

On balance, do you feel that the job of homemaking — that is, being a housewife or a househusband — has more advantages or more disadvantages compared with other kinds of jobs?

	Total Family Members	Total Men	Men With Working Wives	Men With Homemaker Wives
Base	**1499**	**715**	**301**	**249**
	%	%	%	%
More advantages	41	36	35	36
More disadvantages	46	49	52	47
About the same as other jobs (vol.)	5	6	5	7
Not sure	8	9	8	10



23 HOMEMAKING COMPARED TO OTHER JOBS ON BALANCING WORK AND FAMILY RESPONSIBILITIES: AMONG WOMEN

On balance, do you feel that the job of homemaking — that is, being a housewife or a househusband — has more advantages or more disadvantages compared with other kinds of jobs?

	Total Family Members	Total Women	Working Women	Women Homemakers
Base	**1499**	**784**	**431**	**216**
	%	%	%	%
More advantages	41	46	36	61
More disadvantages	46	43	52	29
About the same as other jobs (vol.)	5	4	4	4
Not sure	8	7	8	5

Among human resource executives, labor leaders, and feminists, the job's disadvantages stand out, while the large majority of family traditionalists perceive homemaking as having advantages over other kinds of work (Chart 24).

The most commonly cited advantages of the job of homemaking include:

- More time to care for the house, family, and children;
- Being able to set and work on one's own schedule; and
- A better relationship with the children.

However, homemaking also has some serious drawbacks:

- Lack of exposure to other people;
- Lack of financial rewards;
- The routine nature of the work;
- Too great a responsibility for one person; and
- A feeling of being tied down and trapped at home (not tabled).

When it comes to placing a fair annual wage on the job of homemaking, men place a median value of $12,700 on the job, while women think $13,800 is a fair annual wage. Women who now work outside the home value the job more highly, placing the median annual wage at $14,000. By contrast, family traditionalists and feminists place a noticeably higher dollar value on the homemaker: $19,600 and $21,500, respectively (Chart 25).

It is interesting to note, however, that a large number of family traditionalists (38%) and a noticeable proportion of current homemakers (15%) are reluctant to place a dollar value on this job (not tabled).

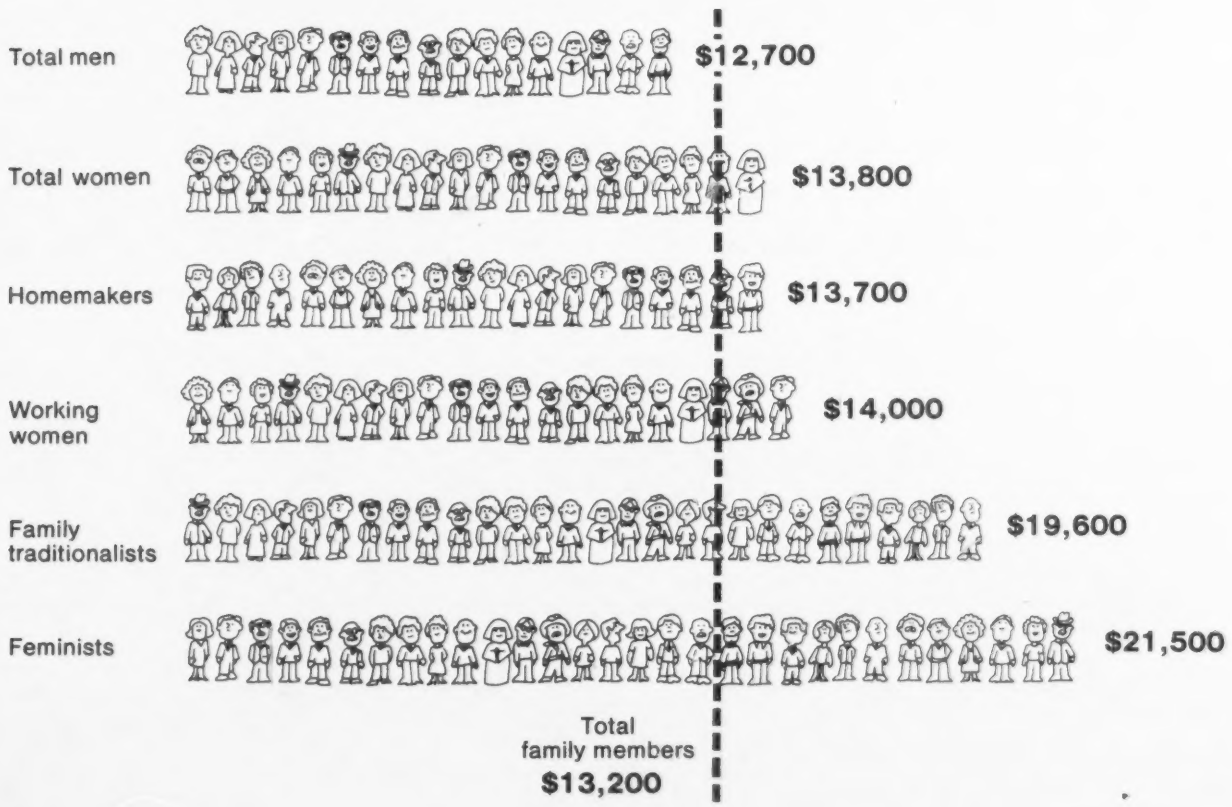
24 HOMEMAKING COMPARED TO OTHER JOBS ON BALANCING WORK AND FAMILY RESPONSIBILITIES: AMONG LEADERS

On balance, do you feel that the job of homemaking — that is, being a housewife or a househusband — has more advantages or more disadvantages compared with other kinds of jobs?

	Leaders			
	Human Resource Officers	Labor Leaders	Family Tradition-alists	Feminist Leaders
Base	**104**	**56**	**49**	**52**
	%	%	%	%
More advantages	24	21	67	15
More disadvantages	59	55	8	58
About the same as other jobs (vol.)	7	9	8	10
Not sure	11	14	16	17

25 SELECTING A FAIR ANNUAL WAGE FOR HOMEMAKING

There has been talk recently about the dollar value of a homemaker's job. Specifically, it could cost a family a certain amount of money to have someone do the housework and care for the children, a job that homemakers ordinarily do without pay. If you had to place a dollar value on the job of a homemaker, what do you feel fair wages for a year's work would be?



C. WORK AND FAMILY INTERACTIONS

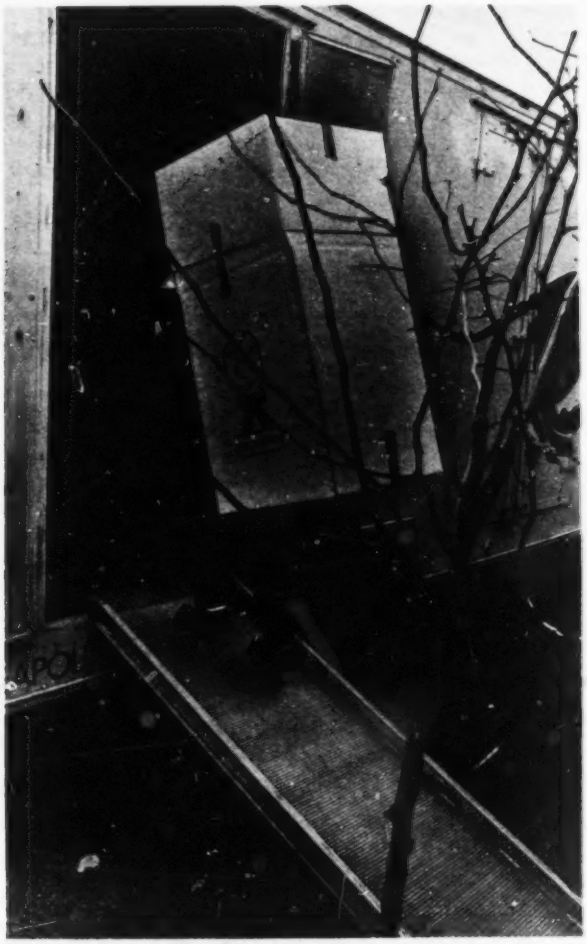
Work decisions may be affected by concerns for the family, but it is important to realize that the experience people have had in making such decisions varies. More working men and working women have made decisions about the hours they work, how far they'll commute, and whether or not to accept a promotion requiring greater responsibility, than have made decisions about the amount of travel a job requires or about accepting a transfer or relocation (Chart 26).

However, majorities of working men and working women who have made such decisions say that considerations about family, marriage, and children were very or somewhat important. For both men and women, however, family considerations were especially important in decisions about transfers and relocations, on-the-job travel, and commuting (Chart 27).

26 JOB DECISIONS MADE BECAUSE OF FAMILY (BASE: HOURLY WAGE WORKER, SELF-EMPLOYED, SALARIED, OR RETIRED)

As you know, people sometimes change jobs, turn down new jobs, change their hours, or make other decisions about their work because of their families. Have you ever had to make a decision about (READ EACH ITEM), or not?

	Working Adults	Working Men	Working Women
Base	**1011**	**582**	**429**
	%	%	%
Have made a decision about:			
The hours you work, for example, overtime, full or part time, or day or night	55	54	56
How far you commute to work	38	39	37
Accepting a promotion requiring greater responsibility and longer hours	38	42	33
How much on-the-job travel you'll accept	29	31	27
Transferring and relocating your family	27	35	15



27 DECISIONS IN WHICH FAMILY WAS AN IMPORTANT FACTOR* (BASE: HOURLY WAGE WORKER, SELF-EMPLOYED, SALARIED, OR RETIRED; HAVE MADE DECISION)

How important was your family, marriage, or children in making the decision about (READ EACH ITEM) — very important, somewhat important, not too important, or not at all important?

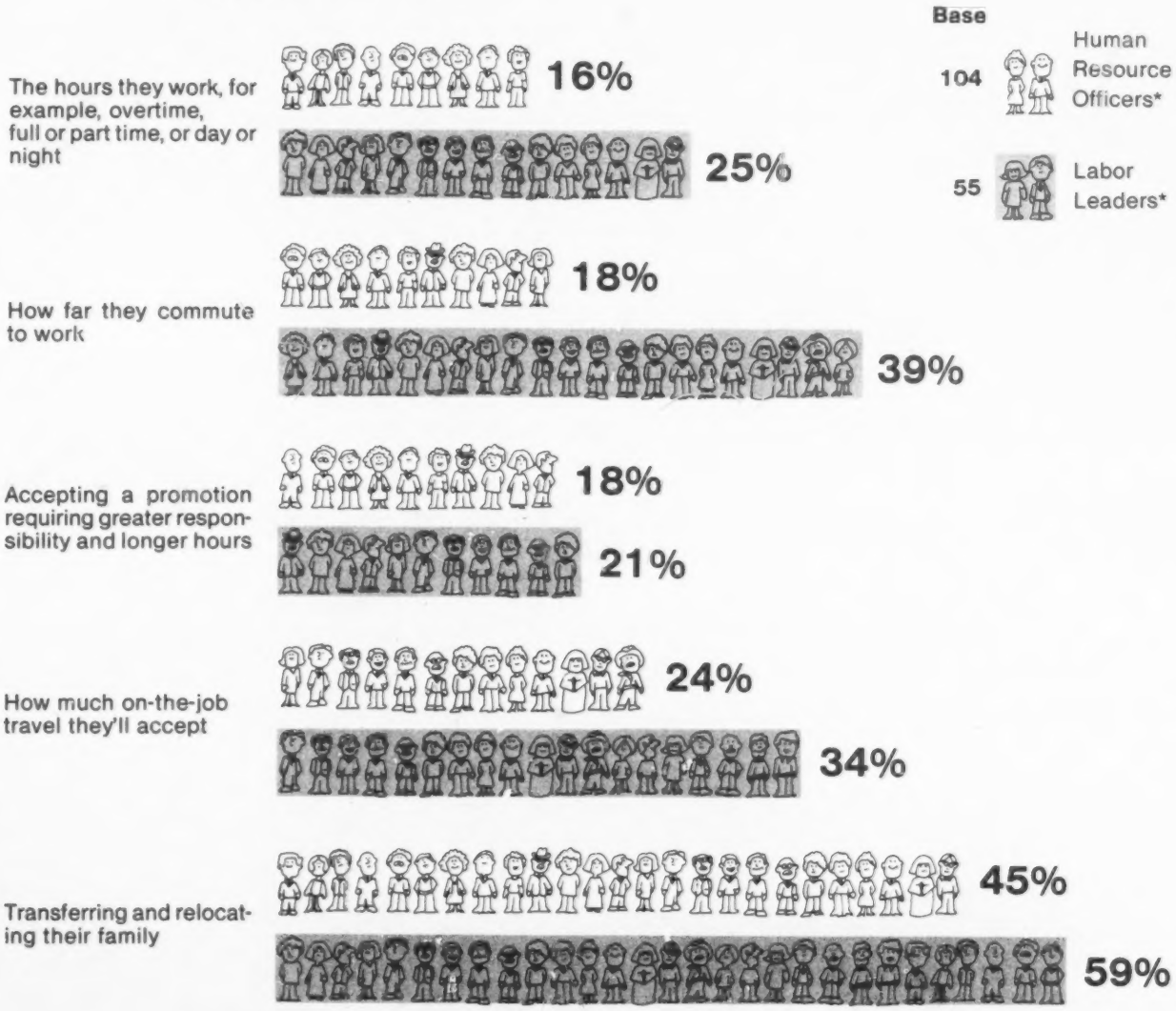
	Working Adults	Working Men	Working Women
	%	%	%
The hours you work, for example, overtime, full or part time, or day or night	62	55	71
How far you commute to work	72	69	78
Accepting a promotion requiring greater responsibility and longer hours	66	63	73
How much on-the-job travel you'll accept	74	72	77
Transferring and relocating your family	81	80	85

*Those who say "very" or "somewhat important."

In the business and labor community, human resource executives and labor leaders believe that family considerations are especially important to working men when making decisions about transfers and relocations, and that working women are particularly concerned about family when deciding upon on-the-job travel and commuting. Across the board, however, both of these groups of leaders view working women as consistently more concerned about family than men are when making decisions about these job-related factors. Apparently, working women are seen by opinion leaders as having a more difficult time isolating family concerns from work and career decisions (Charts 28 and 29).

28 PERCEPTIONS OF JOB ASPECTS WHERE FAMILY CONSIDERATIONS ARE VERY IMPORTANT AMONG WORKING MEN: LEADERS

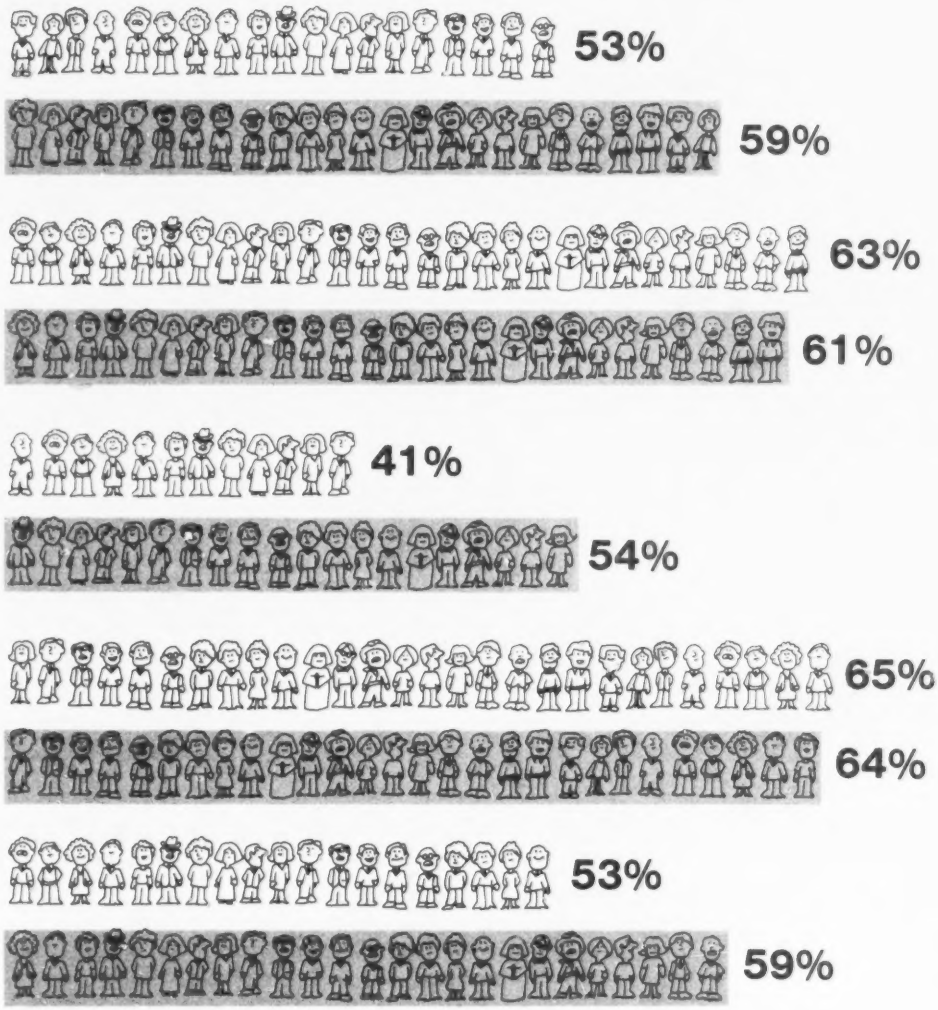
As you know, people sometimes change jobs, turn down jobs, change their hours, or make decisions about their work because of their families. In general, how important do you think considerations about family, marriage, and children are in most working men's decisions about (READ EACH ITEM) — very important, somewhat important, not too important, or not at all important?



*Those who say "very important" or "somewhat important."

29 PERCEPTIONS OF JOB ASPECTS WHERE FAMILY CONSIDERATIONS ARE VERY IMPORTANT AMONG WORKING WOMEN: LEADERS

And how about most working women in general? How important do you think considerations about family, marriage, and children are in their decisions about (READ EACH ITEM) — very important, somewhat important, not too important, or not at all important?



*Those who say "very important" or "somewhat important."

Base	104	56
	Human Resource Officers*	Labor Leaders*

On the other side of the coin is the issue of how work affects decisions about family and children. Here, the impact of work is most clearly seen regarding decisions about how to raise children: 42% of those who are married or living with a partner, 41% of working couples, and 50% of parents say that decisions about *how to rear* their children have been more influenced by their job or their spouse's job than their decisions about whether or when to have a child.

One in five parents (21%) believes that work influenced his or her decision about *when to have* children. In comparison, less than one in ten married adults thinks his or her job or spouse's job influenced the initial decision about *whether or not to have* a child. It should be mentioned that a sizable 28% of all partners feel that work hasn't influenced any of these child-related decisions (Chart 30).

30 DECISIONS MOST AFFECTED BY JOB OR CAREER (BASE: MARRIED/LIVING WITH PARTNER)

Which of the following decisions do you feel has been most affected by your job or your spouse's or partner's job or career — a decision about whether or not to have a child, a decision about when to have a child, or a decision about how to raise a child?

	Total	Total Men	Total Women	Working Adults	Total Parents
Base	**1193**	**621**	**572**	**820**	**672**
	%	%	%	%	%
Whether or not to have a child	8	8	8	9	7
When to have a child	19	22	16	21	21
How to raise a child	42	41	42	41	50
All (vol.)	3	3	3	3	2
None (vol.)	28	27	29	28	20

D. WORK AND TRADITIONAL FAMILY ROLES

A number of "traditional" assumptions regarding the responsibilities of the breadwinner and the care of home and children are overwhelmingly rejected by both men and women, and by both family traditionalists and feminists.

- Nearly all married family members, all feminists, and two in three family traditionalists reject the assumption that "raising children *should* be the responsibility of the mother, not the father, whether or not she works";
- Almost four in five married family members, nine in ten feminists, and almost seven in ten family traditionalists reject the notion that "the person whose salary or wages are most important to the family *should* make most of the big financial decisions"; and
- Overwhelming majorities of all married couples, feminists, and family traditionalists disagree that "the person whose salary or wages are least important to the family *should* make most of the decisions about housework and family activities."

Importantly, these feelings are shared by working adults of both sexes, by men and women in general, and nonworking women (Charts 31 and 32).

31 ATTITUDES TOWARD THE TRADITIONAL WAYS OF DIVIDING FAMILY RESPONSIBILITIES: FAMILY MEMBERS (BASE: MARRIED/LIVING WITH PARTNER)

As you know, there are a number of traditional assumptions about and ways of dividing up family responsibilities. Do you generally agree or disagree with the following statements?

	Total	Total Men	Total Women	Working Adults	Working Women	Non-working Women
Base	**1198**	**622**	**576**	**822**	**306**	**262**
	%	%	%	%	%	%
Raising children should be the responsibility of the mother, not the father, whether or not she works						
Agree	10	10	10	8	8	12
Disagree	89	89	89	91	91	87
The person whose salary or wages are most important to the family should make most of the big financial decisions						
Agree	21	23	19	17	14	25
Disagree	78	76	81	83	86	74
The person whose salary or wages are least important to the family should make most of the decisions about housework and family activities						
Agree	18	18	18	13	12	24
Disagree	81	80	81	85	88	74

32 ATTITUDES TOWARD THE TRADITIONAL WAYS OF DIVIDING FAMILY RESPONSIBILITIES: LEADERS

As you know, there are a number of traditional assumptions about and ways of dividing up family responsibilities. For each of the following statements, I'd like to know whether you generally agree or disagree?

	Leaders	
	Family Tradition-alists	Feminist Leaders
Base	**49**	**52**
	%	%
Raising children should be the responsibility of the mother, not the father, whether or not she works		
Agree	33	2
Disagree	67	98
The person whose salary or wages are most important to the family should make most of the big financial decisions		
Agree	29	10
Disagree	69	90
The person whose salary or wages are least important to the family should make most of the decisions about housework and family activities		
Agree	18	4
Disagree	76	92

Substantial majorities of married family members claim that these three traditional ways of dividing responsibilities between husbands and wives are not characteristic of their relationship, although even larger majorities disapprove of these arrangements in general. More interesting, however, is that these "traditional" ways of dividing responsibilities between married partners are least prevalent in households with working women, reinforcing the notion that the division of responsibility and power within the family is strongly related to whether or not the woman works outside the home (Chart 33).

The changing division of labor in the family is also seen in the response to a trend question concerning financial decision making. Evidence of a growing equality in family roles is the finding that 44% of women (up from 39% in 1975) and 43% of men (up a notch from 42%) feel that both parties share equally in financial decisions. However, where one spouse makes these decisions, men are still more likely than women to view themselves as the person who makes the big financial ones (Chart 34).

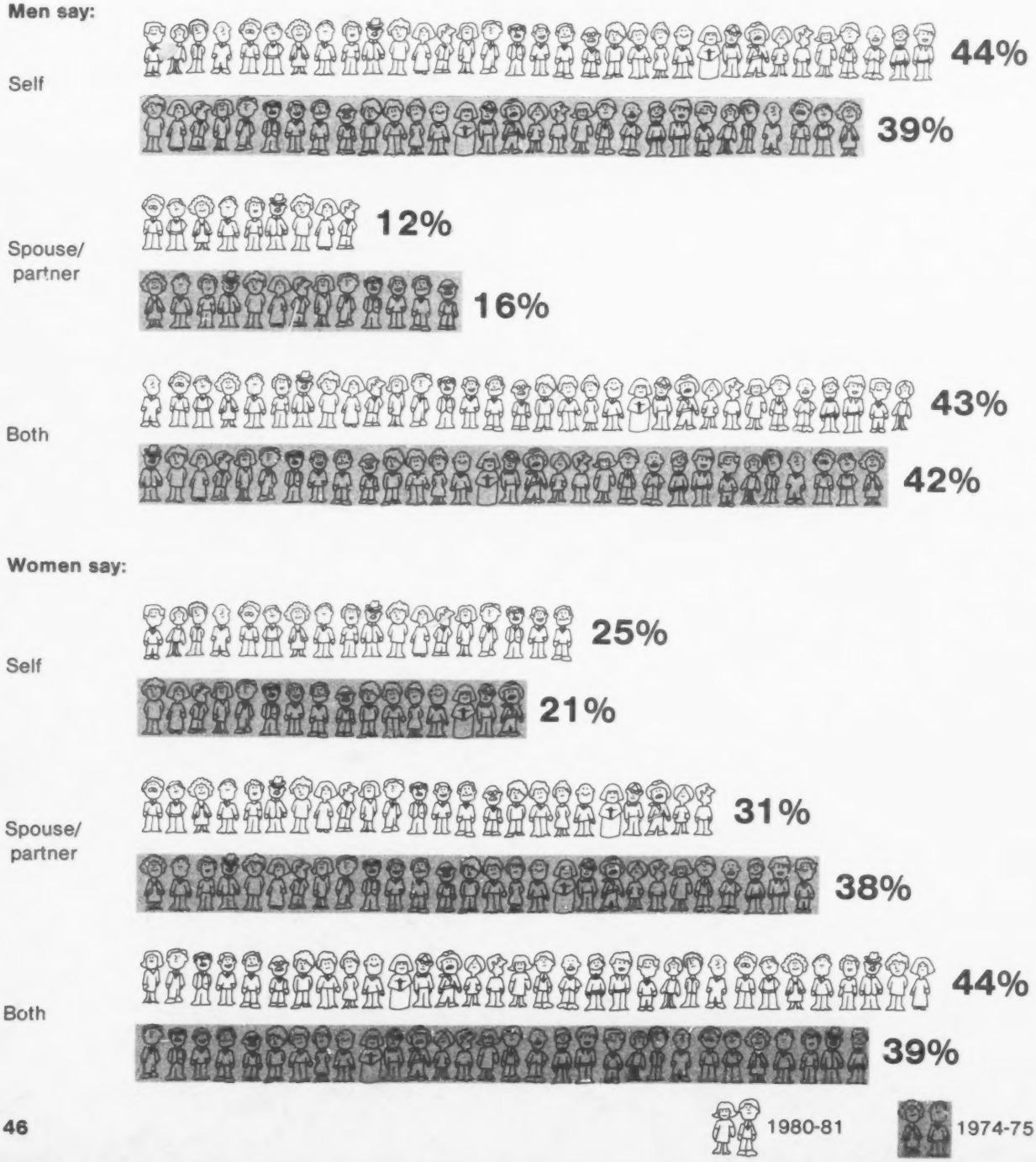
33 HOW FAMILY RESPONSIBILITIES ARE DIVIDED (BASE: MARRIED/LIVING WITH PARTNER)

Now, I'd like to ask how you and your partner or spouse generally go about dividing up the responsibilities in your family. Do you feel that (READ EACH STATEMENT AND RECORD BELOW) is generally true of your family, or not?

	Total	Total Men	Total Women	Working Adults	Working Women	Non-working Women
Base	**1198**	**622**	**576**	**822**	**306**	**262**
	%	%	%	%	%	%
Raising children is the responsibility of the mother, not the father						
Is true	18	15	21	16	16	27
Is not true	61	63	58	65	63	53
Shared by (vol.)	16	17	15	13	13	16
The person whose salary or wages are the least important to the family makes most of the decisions about housework and family activities						
Is true	25	26	23	22	17	31
Is not true	65	63	67	70	76	57
Shared by (vol.)	10	10	9	8	7	12
The person whose salary or wages are most important to the family makes most of the big financial decisions						
Is true	29	26	32	23	24	42
Is not true	64	66	63	70	72	52
Shared by (vol.)	6	7	4	5	3	5

34 FAMILY'S MAIN DECISION MAKER

When it comes right down to it, who in your family is the main decision maker when it comes to what you can afford or not afford to spend on most things?



4. Balancing Work & Family: Benefits and Policies

A. EMPLOYEE BENEFITS: WHICH ONES WOULD HELP

As growing numbers of women — particularly wives and mothers — enter the work force, the competing demands between work and family responsibilities show up in answers to questions on benefits which people think will help them.

Family members resist efforts to prescribe a single solution for balancing family and work responsibilities. For example, while 20% of family members say that child care at the place of work would help a great deal, 18% say it would help only somewhat, and 62% say it either doesn't apply or would help hardly or not at all. On the other hand, when asked about part-time work with full-time benefits, 42% say it would help a great deal, 20% only somewhat, and 38% say either little or no help, or doesn't apply. This diversity of viewpoint is not surprising when one considers that family needs vary widely, depending upon such changing variables as children's ages, financial circumstances, other dependents and the like.

In the area of child care, paid personal days specifically for children and family, and paid disability and personal leaves for more than six weeks for pregnancy and maternity, head the list of benefits family members say would help them balance work and family responsibilities (standard disability provisions currently allow six weeks' leave). Working women and women who say they plan to enter the work force feel most strongly that these benefits would help their families.

Part-time work for two or three days a week with full-time benefits and flexibility in selecting the benefits that are best for one's family needs are also considered helpful by substantial majorities of adults. Fewer adults regard job counseling and job hunting services for a spouse following transfer as especially helpful. Again, working women and women planning to work are most likely to consider these benefits helpful (Chart 35).

Human resource executives and labor leaders generally agree with these assessments. However, human resource executives tend to considerably overestimate the degree of helpfulness to most families of such benefits as more than six weeks of disability and leave for pregnancy and maternity, and paid personal days for children and family responsibilities. For at least two benefits, job counseling and job searching for spouses of relocated employees, and child care at the place of work, their estimates of helpfulness (90% and 77% respectively) are not reflected in the attitudes of family members, who generally feel that these benefits would not help much (36% and 43% respectively) or don't apply to their situations (15% and 19% respectively) (Chart 36).

When family members were asked whether they would accept a smaller pay raise in order to obtain each benefit they had said would help them "a great deal," part-time work with full-time benefits emerged as the benefit with the greatest breadth and depth of support. Paid personal leave for fathers for paternity received the least amount of combined support (Chart 35).

35 BENEFITS THAT MIGHT HELP BALANCE FAMILY AND WORK RESPONSIBILITIES: FAMILY MEMBERS

There are benefits that organizations could provide their employees that might help them balance their family and work responsibilities. If you or another member of your family were offered (READ EACH ITEM), would it help you and your family a great deal, somewhat, hardly at all, or not at all?

Would you or your spouse accept a smaller pay raise next year for (READ EACH ITEM), or not?

	Total Family Members	Working Men	Working Women	Working Mothers	Women Planning To Work	Accept Smaller Raise: Base: Those Who Said Specific Benefit Would Help "A Great Deal" (Rank)
Base	1503	583	431	245	133	
	%	%	%	%	%	
Child care benefits						
Paid personal days specifically for children and for family responsibilities						
Great deal	25	21	30	37	42	4
Somewhat	25	28	27	30	35	
Hardly/not at all	30	38	25	22	14	
Doesn't apply/already have (vol.)	18	12	16	10	8	
Paid disability and personal leave for mothers for more than six weeks for pregnancy and maternity						
Great deal	30	29	36	35	37	5
Somewhat	14	14	12	14	24	
Hardly/not at all	34	42	34	37	24	
Doesn't apply/already have (vol.)	21	15	18	12	14	
Child care at the place you or your spouse works						
Great deal	20	15	25	29	28	2
Somewhat	18	19	15	16	32	
Hardly/not at all	43	54	41	44	29	
Doesn't apply/already have (vol.)	19	11	18	10	10	
Paid personal leave for fathers for paternity						
Great deal	18	16	20	22	29	6
Somewhat	19	21	19	20	31	
Hardly/not at all	41	49	42	43	23	
Doesn't apply/already have (vol.)	21	12	19	15	15	
Other Benefits						
Freedom to pick and choose the employment benefits that are best for your family's needs						
Great deal	50	48	58	62	65	3
Somewhat	24	30	23	23	25	
Hardly/not at all	12	14	9	9	4	
Doesn't apply/already have (vol.)	12	6	7	6	4	
Part-time work for two or three days a week with full-time employment benefits						
Great deal	42	36	49	53	66	1
Somewhat	20	21	19	19	23	
Hardly/not at all	25	38	22	19	7	
Doesn't apply/already have (vol.)	13	5	10	8	3	

Job counseling and job hunting services for a spouse if an employer transferred the other to a new community	Total Family Members	Working Men	Working Women	Working Mothers	Women Planning To Work	Accept Smaller Raise (Rank)
Great deal	27	30	31	32	33	7
Somewhat	20	20	22	23	27	
Hardly/not at all	36	40	32	34	31	
Doesn't apply/already have (vol.)	15	8	13	9	8	

36 BENEFITS THAT MIGHT HELP EMPLOYEES BALANCE FAMILY AND WORK RESPONSIBILITIES: LEADERS

There are benefits that organizations could provide their employees that might help them balance their family and work responsibilities. If they were offered (READ EACH ITEM), how much do you think it would help most employees and their families — a great deal, somewhat, hardly at all, or not at all?

	Leaders	
	Human Resource Officers	Labor Leaders
Base	104	56
	%	%
Child care benefits		
Paid disability and personal leave for mothers for more than six weeks for pregnancy and maternity		
Great deal	46	52
Somewhat	38	38
Hardly/not at all	13	10
Child care at the place they work		
Great deal	27	46
Somewhat	50	45
Hardly/not at all	22	7
Paid personal days specifically for children and family responsibilities		
Great deal	24	34
Somewhat	48	46
Hardly/not at all	25	15
Paid personal leave for fathers for paternity		
Great deal	9	16
Somewhat	30	41
Hardly/not at all	59	39
Other benefits		
Job counseling and job hunting services for a spouse if relocated		
Great deal	55	57
Somewhat	35	30
Hardly/not at all	9	13
Part-time work for two or three days a week with full-time employment benefits		
Great deal	59	71
Somewhat	29	21
Hardly/not at all	11	5
Freedom to pick and choose the employment benefits that are best for your family's needs		
Great deal	33	43
Somewhat	44	38
Hardly/not at all	21	18

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Executives in the human resource area and labor leaders believe that employees would be more willing to trade part of a pay raise for some of these benefits than for others. Those benefits they perceive to be worth real dollars to most employees are:

- Part-time work two or three days a week with full-time benefits; and
- Freedom to pick and choose the employment benefits that would be best for their families' needs.

These were the first and third most valued benefits among family members.

At the bottom of the list is paid personal leave for fathers for paternity (i.e., the benefit ranked next to last among family members). Here, leadership opinion is on the mark in accurately weighing employee views (Chart 37).

The human resource executives of many corporations believe that their companies are likely to adopt some of these benefits; some say their companies already have (Charts 38 and 39).

37 LEADERS' PERCEPTIONS ABOUT EMPLOYEES ACCEPTING SMALLER RAISES FOR VARIOUS BENEFITS

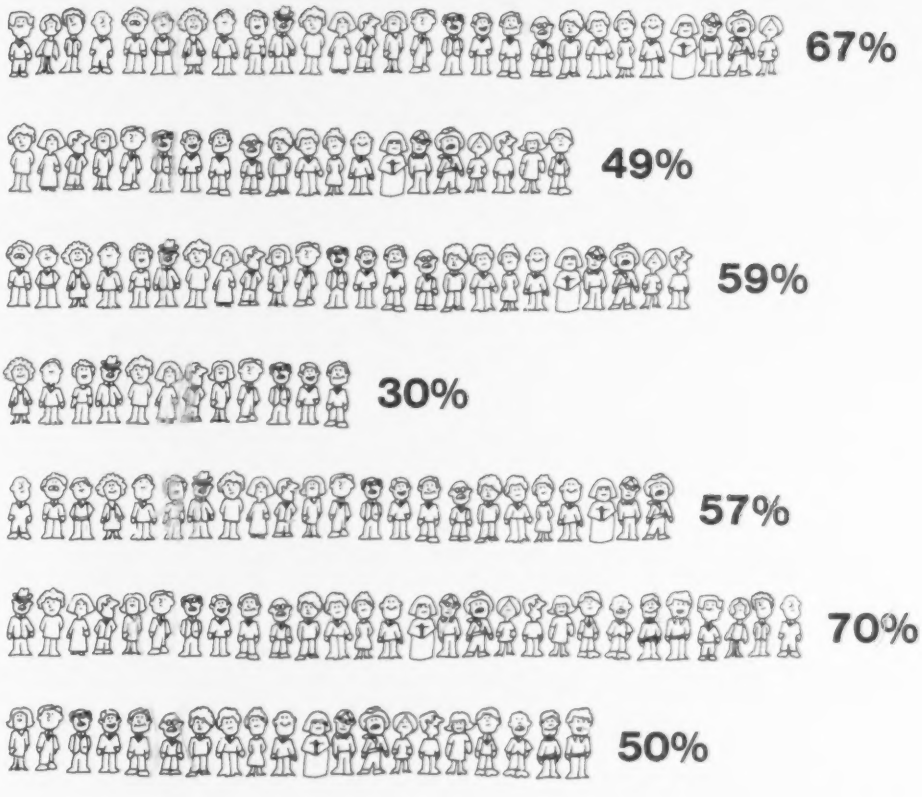
And which of the following benefits, if any, do you think most employees would want instead of a larger pay raise next year?

	Leaders	
	Human Resource Officers (Rank)	Labor Leaders (Rank)
Child care benefits		
Child care at the place they work	5	5
Paid personal days specifically for children and family responsibilities	4	4
Paid disability and personal leave for mothers for more than six weeks for pregnancy and maternity	3	3
Paid personal leave for fathers for paternity	7	7
Other benefits		
Job counseling and job hunting services for spouse if relocated	6	6
Freedom to pick and choose the employment benefits that are best for their family's needs	2	1
Part-time work two or three days a week with full-time employment benefits	1	2

38 BENEFITS THAT ORGANIZATIONS ARE MOST LIKELY TO ADOPT

And which benefits on this list do you think your organization is most likely to adopt in the next five years?

Base 104

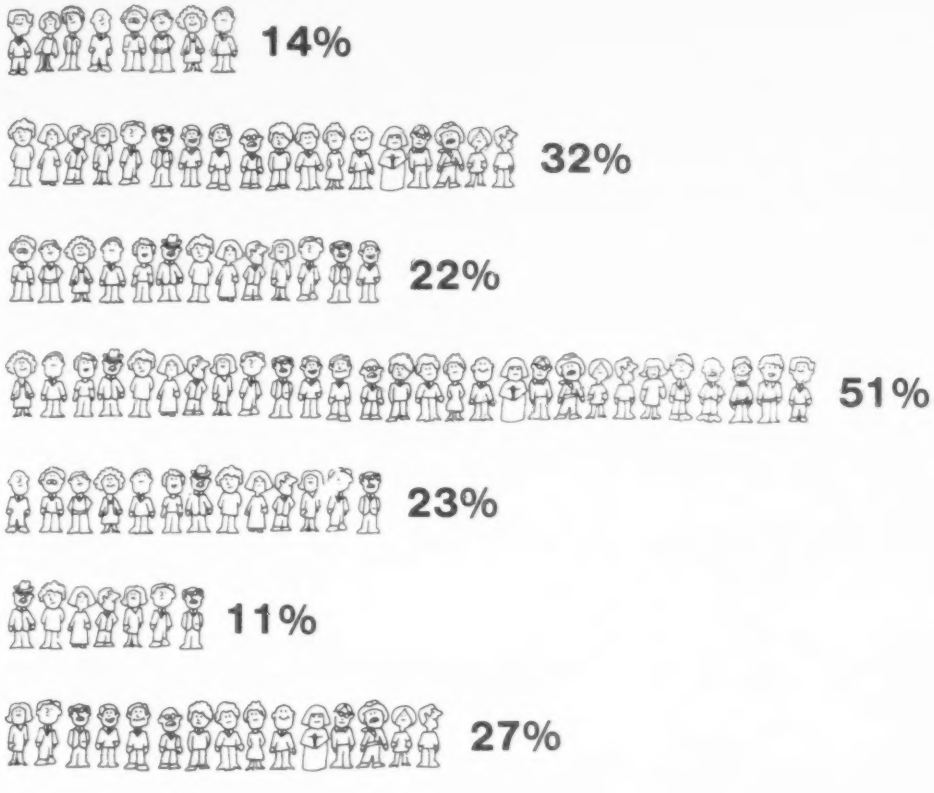


39 BENEFITS THAT ORGANIZATIONS HAVE ALREADY ADOPTED

And which benefits on this list do you think your organization is most likely to adopt in the next five years?

Base 104

Organization has already adopted (volunteered):



B. PERSONNEL POLICIES: WHICH ONES WOULD HELP

In recent years, a number of changes have been suggested that might help families find a better balance between the conflicting demands of work and children. In fact, of the eight changes discussed in this study, only one is seen as being ineffective — a shorter workweek with less pay. Nevertheless, three policies emerge as potentially most helpful:

- The right to resume work at the same pay and seniority after a personal leave of absence;
- The right to refuse a relocation or transfer with no career penalty; and
- The choice between 7 to 3, 8 to 4, or 9 to 5 workday.

Once again, these policy changes seem most attractive and helpful to working women and women who say they plan to enter the work force (Chart 40).

Along with family members nationwide, human resource officers and labor leaders feel that the right to resume work at the same pay and seniority after a personal leave of absence, and flexible work schedules would be helpful to families. With continuing inflation, it is not surprising that leaders (and family members alike) rate less work for less pay as the least helpful change (Chart 41).

40 POLICIES THAT MIGHT HELP BALANCE WORK AND FAMILY RESPONSIBILITIES: FAMILY MEMBERS

There are policies that might help employees balance work and family responsibilities better. If you or your spouse were offered (READ EACH ITEM), would it help your family a great deal, somewhat, hardly at all, or not at all?

	Total Family Members	Working Men	Working Women	Working Mothers	Women Planning To Work
Base	1503	583	431	245	133
	%	%	%	%	%
The right to resume work at the same pay and seniority after a personal leave of absence					
Great deal	42	37	52	53	54
Somewhat	26	27	27	28	36
Hardly/not at all	20	29	12	11	7
Already have/doesn't apply (vol.)	11	6	7	7	3
A choice between a 7 to 3, 8 to 4, or 9 to 5 workday					
Great deal	40	37	50	52	51
Somewhat	22	23	21	20	30
Hardly/not at all	25	34	19	21	14
Already have/doesn't apply (vol.)	12	7	8	8	5
Freedom to set a work schedule, as long as you work 70 hours every two weeks					
Great deal	36	36	43	46	51
Somewhat	25	27	25	25	32
Hardly/not at all	27	30	24	21	13
Already have/doesn't apply (vol.)	12	6	7	7	3
Work schedules that allow one day to work at home					
Great deal	38	38	45	48	51
Somewhat	22	24	21	22	29
Hardly/not at all	28	31	28	8	14
Already have/doesn't apply (vol.)	12	7	6	15	4
A four-day workweek with longer hours each day but a three-day break					
Great deal	38	42	41	42	46
Somewhat	19	21	21	19	20
Hardly/not at all	32	31	31	32	30
Already have/doesn't apply (vol.)	11	6	6	5	3
The right to refuse a relocation or transfer with no career penalty					
Great deal	41	41	47	47	52
Somewhat	16	16	17	18	17
Hardly/not at all	30	34	27	27	21
Already have/doesn't apply (vol.)	13	8	9	7	7
A single job shared with someone else, so that each person can take more time away from work but the job still gets done					
Great deal	28	25	35	37	42
Somewhat	28	32	29	28	39
Hardly/not at all	32	36	28	27	15
Already have/doesn't apply (vol.)	11	5	6	7	3

A shorter workweek with less pay	Total Family Members	Working Men	Working Women	Working Mothers	Women Planning To Work
Great deal	5	4	4	2	10
Somewhat	11	10	12	10	19
Hardly/not at all	73	81	78	82	68
Already have/doesn't apply (vol.)	10	3	6	6	2

41 POLICIES THAT MIGHT HELP EMPLOYEES BALANCE WORK AND FAMILY RESPONSIBILITIES: LEADERS

There are policies that might help employees balance their work and family responsibilities better. If they were offered (READ EACH ITEM), how much do you think it would help most employees and their families — a great deal, somewhat, hardly at all, or not at all?

	Leaders	
	Human Resource Officers	Labor Leaders
Base	**104**	**56**
	%	%
A choice between a 7 to 3, 8 to 4, or 9 to 5 workday		
Great deal	38	46
Somewhat	51	45
Hardly/not at all	11	9
The right to resume work at the same pay and seniority after a personal leave of absence		
Great deal	62	55
Somewhat	26	27
Hardly/not at all	11	16
Freedom to set a work schedule, as long as they work 70 hours every two weeks		
Great deal	36	23
Somewhat	44	59
Hardly/not at all	19	18
The right to refuse a relocation or transfer with no career penalty		
Great deal	46	55
Somewhat	33	30
Hardly/not at all	18	14
A single job shared with someone else, so that each person can take more time away from work but the job still gets done		
Great deal	34	18
Somewhat	38	54
Hardly/not at all	28	25
Work schedules that allow one day to work at home		
Great deal	17	23
Somewhat	47	46
Hardly/not at all	35	27
A four-day workweek with longer hours each day but a three-day break		
Great deal	13	23
Somewhat	37	43
Hardly/not at all	47	34
A shorter workweek with less pay		
Great deal	5	4
Somewhat	22	13
Hardly/not at all	72	82

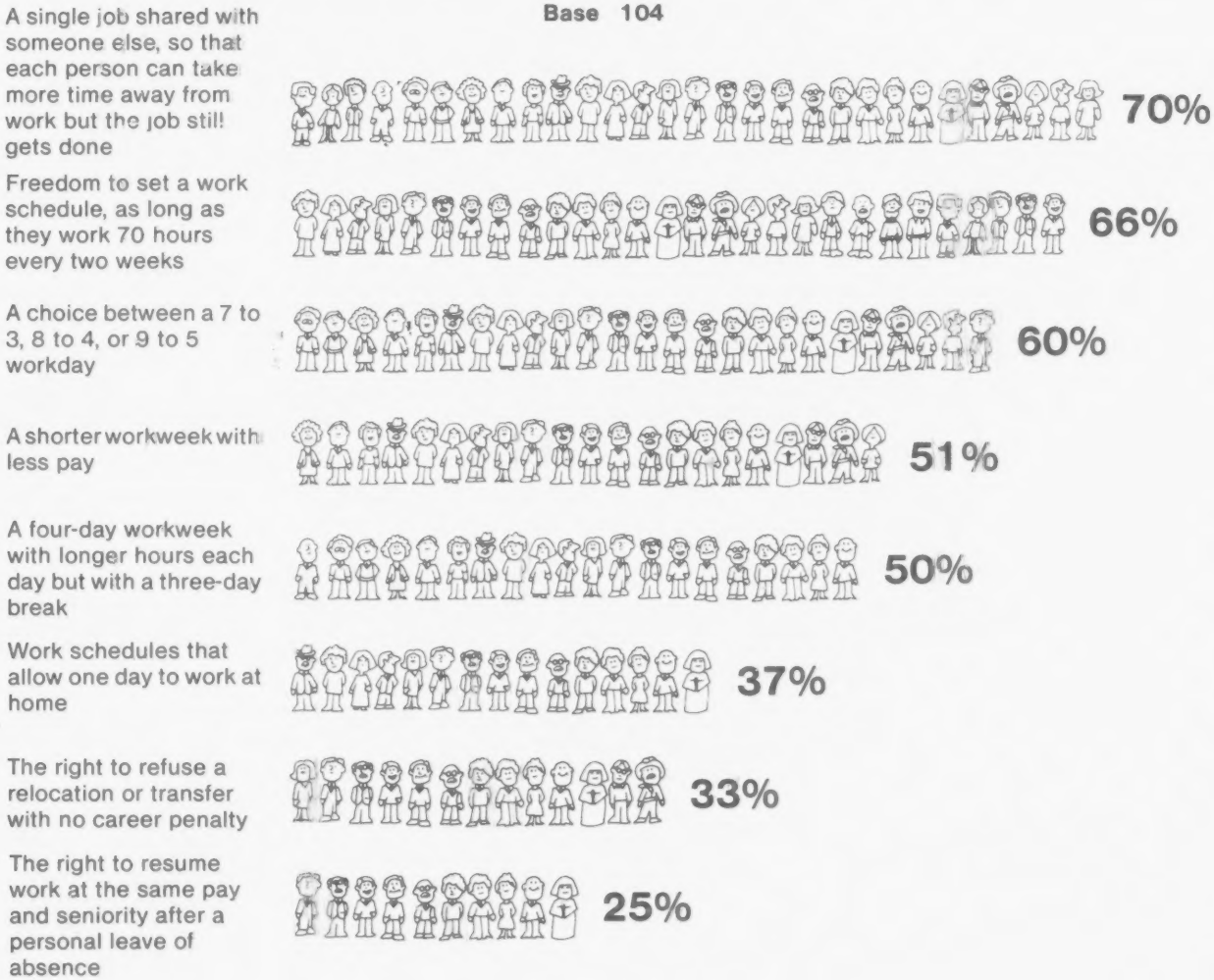
In a number of areas, the current personnel and work policies of major corporations are in line with the current needs of working family members, or are moving in that direction. For example, most benefits officers (60%) say their companies already have policies that allow employees to return to work at the same pay and seniority after a leave of absence. Nearly half (48%) have adopted a policy providing "the right to refuse a relocation or transfer with no career penalty."

Of special importance to women planning to work is the finding that more than two in three human resource officers in major corporations (70%) expect their companies to adopt a policy of job sharing, and majorities expect them to adopt a variety of approaches to allow more flexible work schedules (Charts 42 and 43).

42 POLICIES MOST LIKELY TO BE ADOPTED BY CORPORATIONS

And which of these policies do you think your organization is most likely to adopt in the next five years?

Base 104



43 POLICIES ALREADY ADOPTED BY CORPORATIONS

And which of these policies do you think your organization is most likely to adopt in the next five years?

Base 104

Organization has already adopted (volunteered):

5. Teenagers Look at Work & Families

A key feature of this study is the comparison of the views of adult family members with those of teenagers. This chapter explores the attitudes and perceptions of teenagers on many of the issues discussed with adult family members and provides observations on some other issues as well.

A. WORKING AND RAISING CHILDREN

With respect to children 12 years old and under, teenagers, like their parents, believe the effects of both parents working are generally negative — a 54% majority of teenagers overall and a 54% majority of teenagers with both parents working feel this way. However, all teenagers — male and female, with both parents working and with single parents — believe that working parents have a positive effect or no effect at all on the way teenagers like themselves are raised (Chart 44).

44 EFFECT OF BOTH PARENTS WORKING ON HOW CHILDREN ARE RAISED

Do you personally feel that this trend toward mothers and fathers working outside the home has had generally good effects, generally bad effects, or no effects at all on the way teenagers are raised?

And how about younger children, 12 years and under — do you feel the trend toward both parents working outside the home has had generally good effects, generally bad effects, or no effects at all on the way they are raised?

	Teenagers			Teenagers With	
	Total	Male	Female	Both Parents Working	Single Parents
Base	235	116	119	118	37
	%	%	%	%	%
Effects on children 12 years and under					
Generally good effects	12	15	10	11	14
Generally bad effects	54	60	49	54	41
No effects at all	29	23	34	31	43
Not sure	4	2	7	4	3
Effects on teenagers					
Generally good effects	33	29	36	42	30
Generally bad effects	27	30	24	22	16
No effects at all	37	38	35	34	51
Not sure	3	3	4	2	3

45 SHOULD PARENTS WITH CHILDREN BOTH WORK OUTSIDE THE HOME?

As you may know, a lot of mothers as well as fathers are going to work these days. Do you feel if parents have young children who aren't in school yet, they should both work outside the home if they want to, or should one parent stay home, or doesn't it matter?

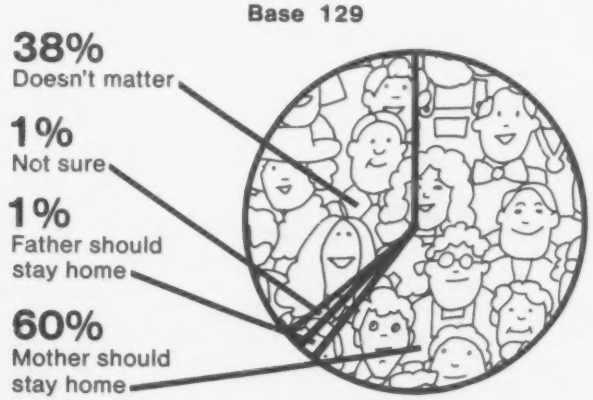
And if they have older children who have already started school, should both parents work outside the home if they want to, or should one stay home, or doesn't it matter?

	Teenagers			Teenagers With	
	Total	Male	Female	Both Parents Working	Single Parents
Base	235	116	119	118	37
	%	%	%	%	%
With young children not in school					
Both parents should work	20	19	22	19	35
One parent should stay home	55	52	58	58	46
Doesn't matter	24	28	20	23	19
Not sure	1	2	-	1	-
With older children already in school					
Both parents should work	48	45	51	53	41
One parent should stay home	12	9	15	6	16
Doesn't matter	38	45	31	40	43
Not sure	2	2	3	1	-

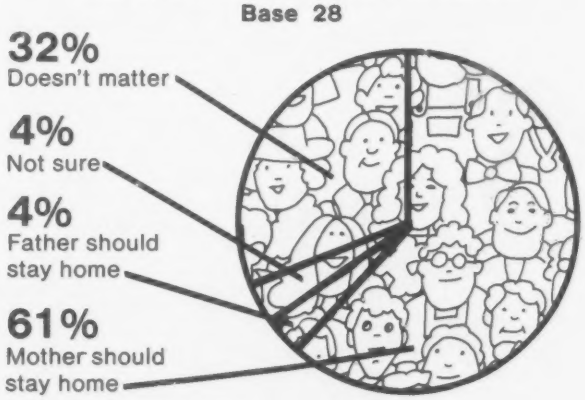
46 PARENT WHO SHOULD STAY HOME (BASE: ONE PARENT SHOULD STAY HOME)

Which parent do you think should stay home — the mother, the father, or doesn't it matter?

With Younger Children Not In School
Base 129



With Older Children Already In School
Base 28



Furthermore, majorities of teenagers — male and female, and with both parents working — feel that one parent should stay home with preschool children. Most teenagers believe, however, that parents of school-age children should both work if they want or that it really doesn't make a difference (Chart 45).

A strong sense of the traditional is evident among teenagers who feel one parent should stay home; they feel it should be the mother. There is some feeling that it doesn't matter which parent stays home, but virtually no one says it should be the father (Chart 46).

B. EXPECTATIONS ABOUT TRADITIONAL MALE AND FEMALE ROLES

A 59-23% majority of boys and a 43-38% plurality of girls feel that people generally put more pressure on members of their own sex to get an education (Chart 47). However, most teenagers, regardless of sex, believe more pressure is put on boys than on girls to get a good job after finishing school; 88% of males and 67% of females feel this way.

Such one-sided expectations, however, run counter to the feelings of most teenagers; a 63-30% majority of boys and an even larger 76-18% of girls think that both sexes should be given the same responsibilities to earn money and support a family. It seems clear that many teenagers are caught between societal pressures on the one hand and their idealized values on the other (Chart 47).

47 COMPARATIVE PRESSURES ON TEENAGE BOYS AND GIRLS WITH REGARD TO SCHOOLING, JOB, AND SUPPORTING A FAMILY

Do you feel that in general people expect and put pressure more on boys or more on girls to get a good education these days?

How about going to work and getting a good job after graduating from school — do you feel that in general people expect and put pressure more on boys or more on girls to get a good job after graduating from school?

Do you feel that girls should have the same responsibilities as boys to help earn money and support a family, or not?

	Teenagers		
	Total	Male	Female
Base	235	116	119
	%	%	%
Pressure to get an education			
Boys	48	59	38
Girls	33	23	43
Both equally (vol.)	16	16	16
Not sure	3	3	3
Pressure to get a good job after graduating			
Boys	77	88	67
Girls	13	5	21
Both equally (vol.)	9	7	10
Not sure	1	-	2
Responsibilities to earn money and support family			
Should have same responsibilities	70	63	76
Should not have same responsibilities	24	30	18
Not sure	6	7	6

Despite strong expectations for sexual equality on the job and at home, the large majority of girls (71%) would prefer to care for home and children themselves, if and when they get married. Equally traditional are the 53% majority of boys who would prefer that their spouses do this kind of work. A bit less traditional are the smaller number of males (29%) and females (21%) who think that housework and child care should be shared. Interestingly, teenagers from households where both parents work are no different than teenagers overall in their feelings about caring for house and children (Chart 48).

48 TEENAGERS' PREFERENCE OF WORK AND HOME RESPONSIBILITIES IF THEY MARRY

If you marry and have a family, how do you think you will feel about taking care of the house and children — is it something you'd prefer to do most of the time or something you'd prefer that your (husband/wife) do most of the time?

	Teenagers			Teenagers With Both Parents Working
	Total	Male	Female	
Base	**235**	**116**	**119**	**118**
	%	%	%	%
Prefer self do	43	14	71	44
Prefer husband/wife do	30	53	7	32
Want to share equally (vol.)	25	29	21	23
Don't plan to marry (vol.)	-	-	-	-
Not sure	3	3	2	1

C. FAMILY ACTIVITIES AND TIME

By and large, teenagers are comfortable with the amount of time their parents now spend with them — 81% feel that their mothers spend the right amount of time with them, and 60% feel that their fathers spend the right amount of time with them. It is noteworthy that these feelings are even stronger among teenagers with working parents, suggesting that parents' work needn't take time away from children. Yet, the fact that fathers traditionally spend more time outside the home than mothers may be reflected in the finding that many teenagers (32%), and particularly girls (38%), think that their fathers spend *too little* time with them (Chart 49).

49 TEENAGERS' SATISFACTION WITH AMOUNT OF TIME SPENT WITH MOTHER AND FATHER

Do you feel that your mother now spends just about the right amount of time with you, too much time with you, or too little time with you?

Do you feel that your father now spends just about the right amount of time with you, too much time with you, or too little time with you?

	Teenagers			Teenagers With Both Parents Working
	Total	Male	Female	
Base	**235**	**116**	**119**	**118**
	%	%	%	%
Time with mother				
Right amount	81	80	82	87
Too much	5	5	4	2
Too little	12	11	13	10
No mother (vol.)	1	1	1	-
Not sure	2	3	1	1
Time with father				
Right amount	60	64	56	64
Too much	3	5	2	3
Too little	32	26	38	31
No father (vol.)	4	5	3	-
Not sure	1	-	2	1

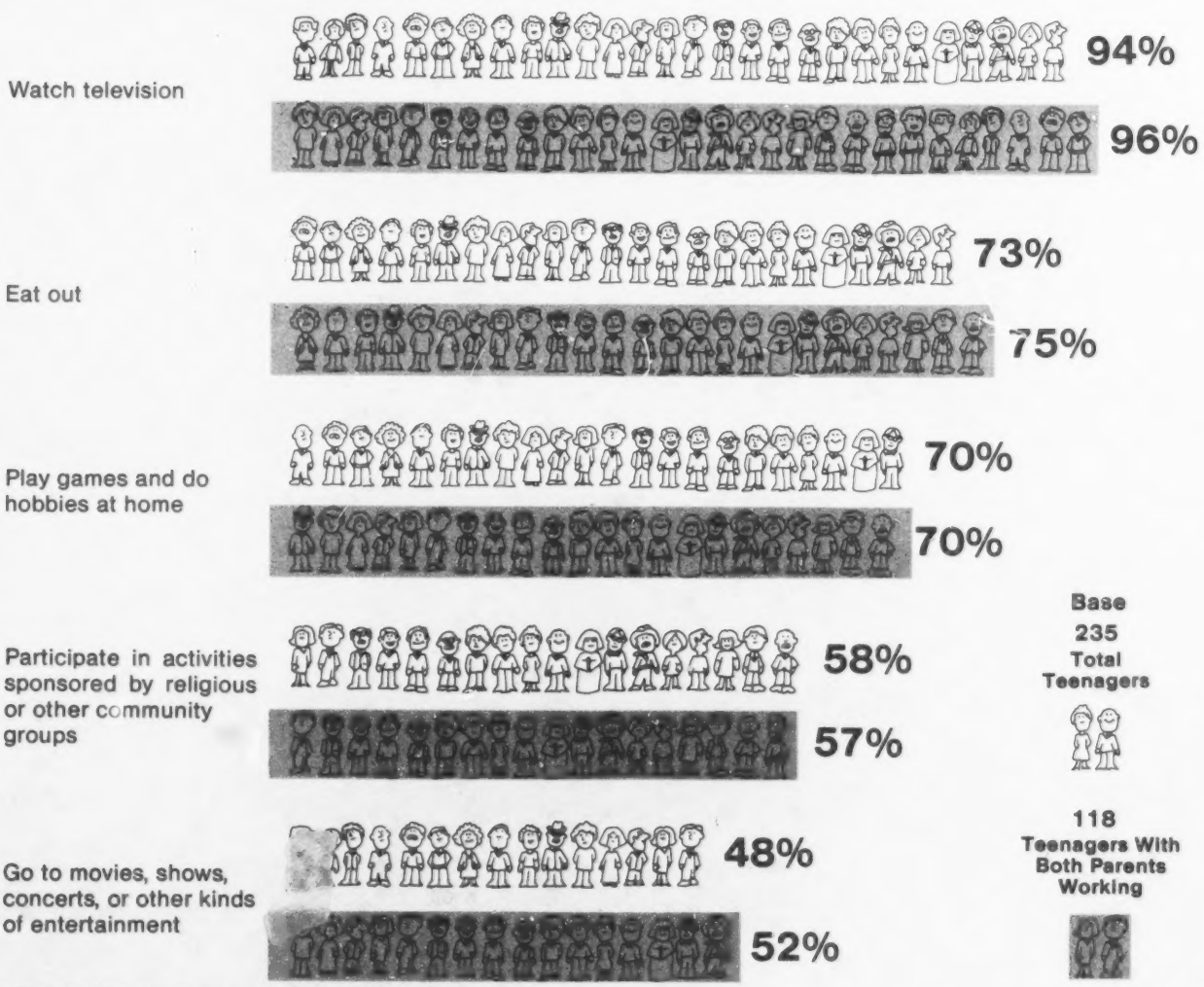
Although certain activities are done quite frequently with other family members (e.g., watching TV, eating out, and playing games and hobbies at home) many teenagers would still like to spend more time with their parents:

- Going on vacation (33%);
- Talking (28%);
- Going to movies (26%).

Other ways of staying close to parents include doing things at home, playing games, and participating in outdoor activities and sports. Teenagers with two working parents feel the same as do those with one parent at home about this (Charts 50 and 51).

50 ACTIVITIES OFTEN DONE WITH FAMILY*

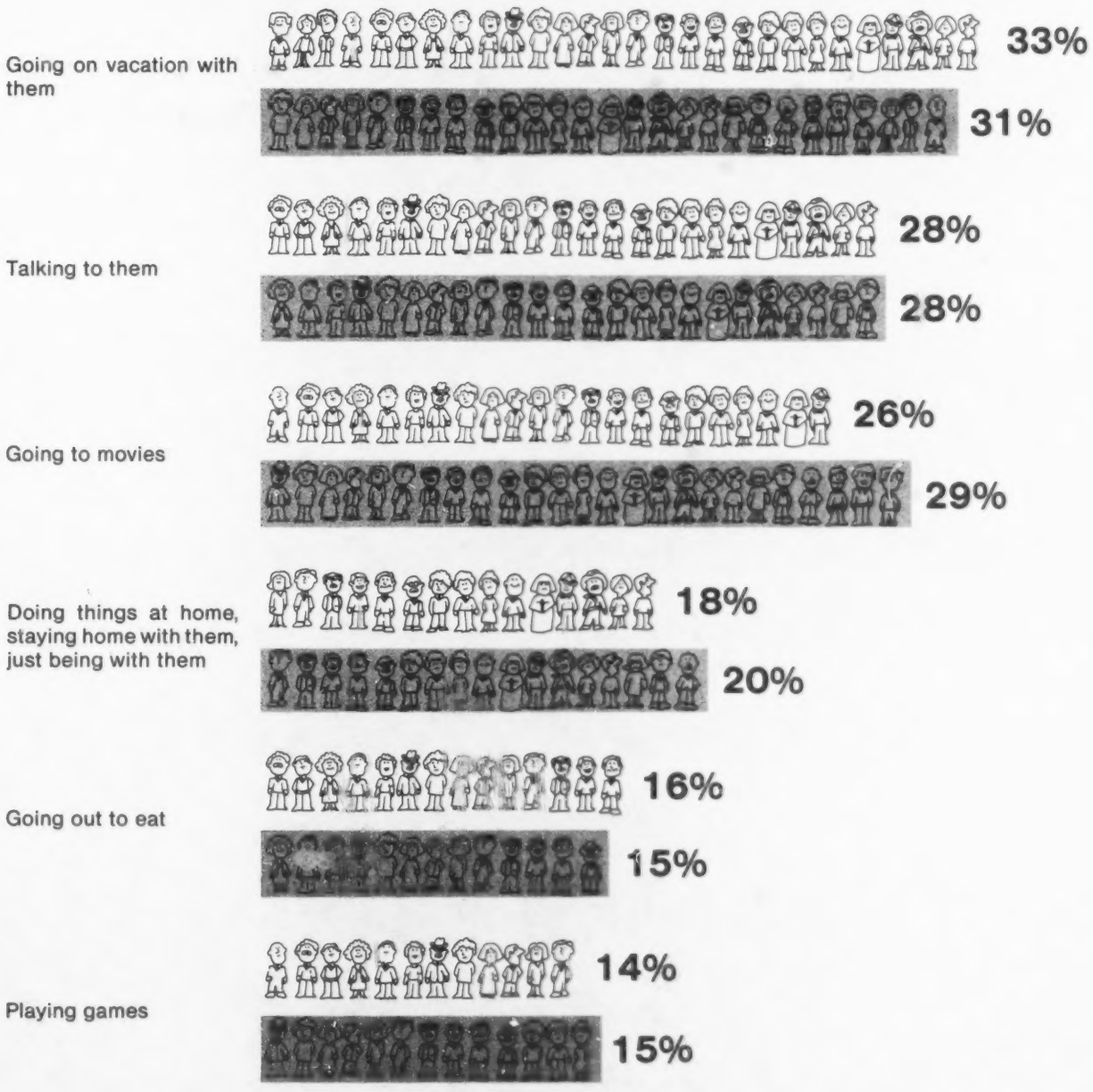
How often do you (READ EACH ITEM) with your family — very often, sometimes, hardly ever, or never?

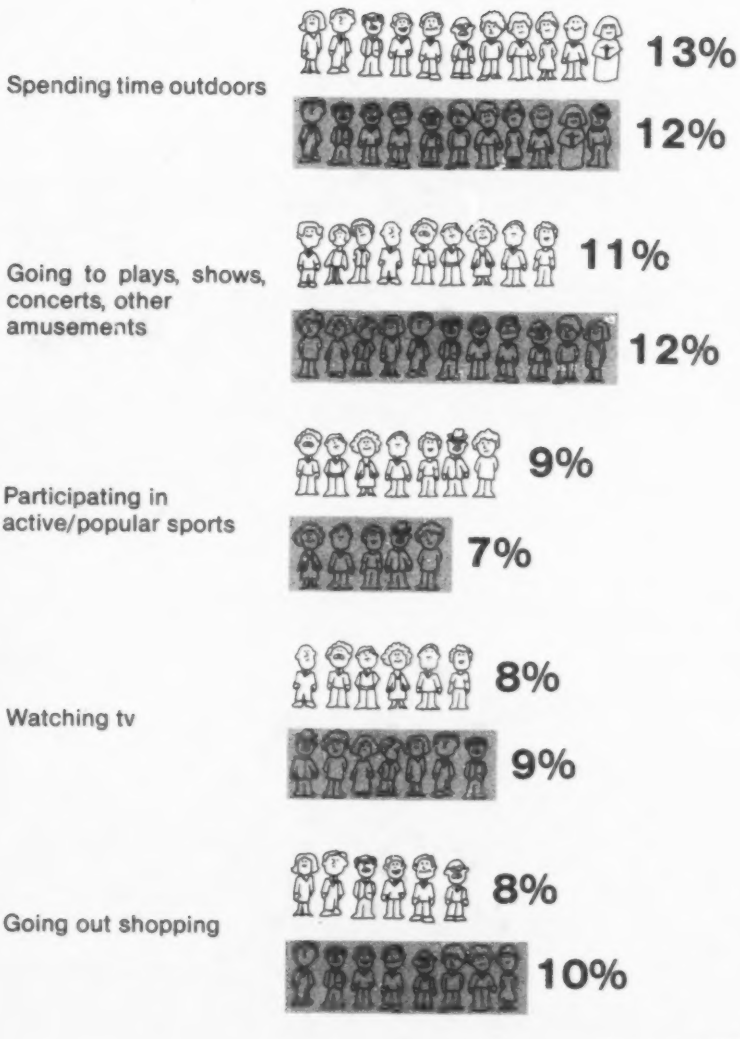


*Those who say "very often" and "sometimes."

51 HOW TEENAGERS WOULD LIKE TO SPEND MORE TIME WITH PARENTS

If you had more time with either or both of your parents, how would you want to spend it? (PROBE FOR ACTIVITIES: What would you want to do with them?) What else?




Spending time outdoors
13%
12%
Going to plays, shows, concerts, other amusements
11%
12%
Participating in active/popular sports
9%
7%
Watching tv
8%
9%
Going out shopping
8%
10%
Base
235
118
Total Teenagers
Teenagers With Both Parents Working

D. FAMILY ROLES AND DECISION MAKING

By and large, teenagers feel that their parents play traditional roles in the family — more than four in five teenagers (85%) say their mothers make most decisions about housecleaning, meals, and family activities, and a 55% majority say that their mothers make most of the decisions about child rearing.

At the same time, a more contemporary attitude is seen in the 29% of teenagers who say that both mothers and fathers are involved in decisions about rearing children. This figure is somewhat higher in families where both parents work (33%).

Perceptions about which parent makes financial decisions in the family differ noticeably between boys and girls. Males by a 42-34% margin think their fathers decide what the family can afford to buy, while females by a 46-22% margin believe it's mainly their mothers' job. More than one in four teenagers believe both parents are involved in these kinds of financial decisions. Once again, shared decision making seems to be more common in families where both parents work (Chart 52).

For the most part, teenagers themselves are not often involved in family financial decisions about savings, buying appliances, or buying a new house. Only 29% say they have "always" or "often" been involved, exactly half have "only sometimes" been involved, and one in five teenagers has "never" been involved in financial decisions of this kind (Chart 53).

52 TEENAGERS' VIEWS OF WHO SHOULD HANDLE SPECIFIC FAMILY DECISIONS

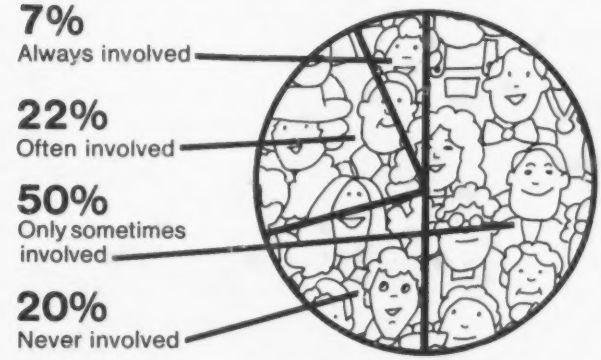
Who in your family makes most of the decisions about (READ EACH ITEM) — your mother or your father?

	Teenagers			Teenagers With Both Parents Working
	Total	Male	Female	
Base	**235**	**116**	**119**	**118**
	%	%	%	%
Raising the children				
Mother	55	51	59	51
Father	16	22	10	16
Both (vol.)	29	26	31	33
Deciding what the family can afford to buy				
Mother	40	34	46	31
Father	32	42	22	34
Both (vol.)	28	23	32	34
Deciding how the house will get cleaned, the meals cooked, and the family organized				
Mother	85	85	85	85
Father	6	7	5	6
Both (vol.)	8	8	8	8

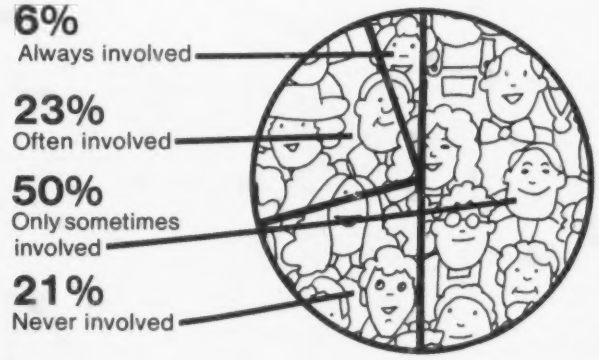
53 INVOLVEMENT OF TEENAGERS IN FAMILY FINANCIAL DECISIONS

How often have you been involved in family financial decisions about things like saving money, buying appliances, or buying a new house — always, often, only sometimes, or never?

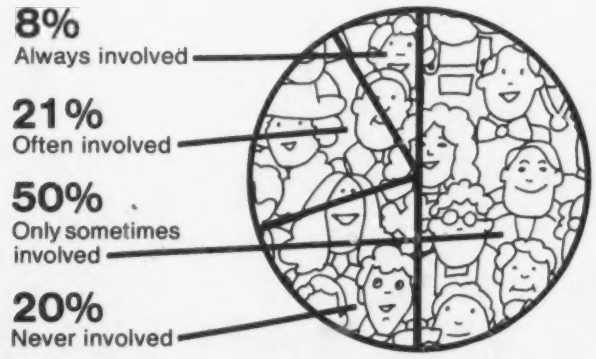
Total Teenagers **Base 235**

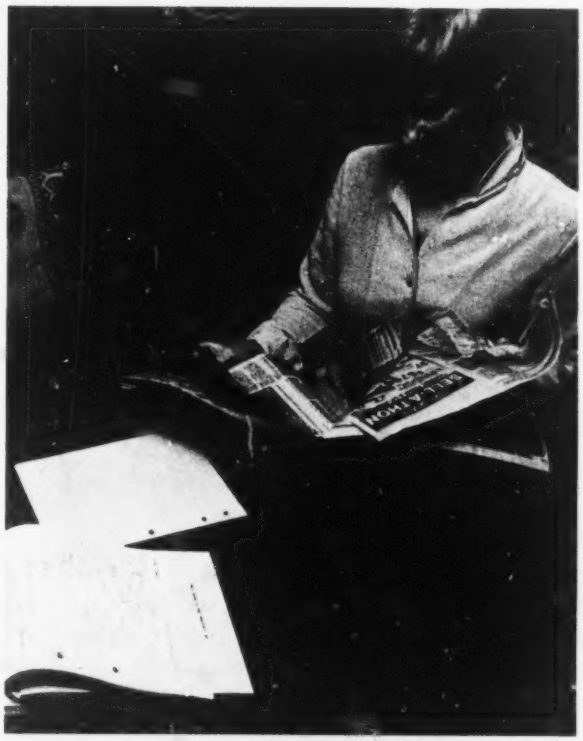


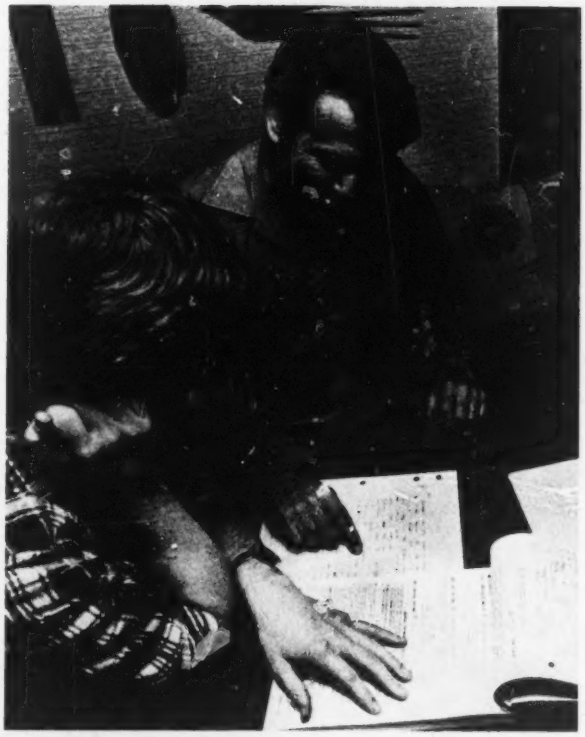
Male **Base 116**



Female **Base 119**







E. PARENTS AND THEIR WORK

A 54-16% majority of teenagers feel that their fathers work harder than their mothers. Although this opinion may reflect in part a traditional bias that work takes place only outside the home, it is held just as strongly by teenagers with both parents working. One explanation may be that children traditionally spend more time with their mothers, and, as a result, become insensitive to the amount of work mothers actually do. Nevertheless, another one-quarter (28%) volunteer that both parents work equally hard.

With respect to work and happiness, a 41-32% plurality of teenagers (and an even larger 45-32% plurality of girls) feel that their mothers *enjoy* their work more than their fathers. A noticeable 23% feel that both parents are equally happy with their work (Chart 54).

F. A LOOK AT WORK AND FAMILIES ACROSS GENERATIONS

Another interesting and important aspect of this study is the comparison of attitudes and opinions across generations. Specifically, three age groups are discussed:

- Teenagers, 13 to 18 years of age;
- Adults, 18 to 39 years of age; and
- Adults, 40 years of age and older.

54 TEENAGERS' PERCEPTIONS OF WHICH PARENT WORKS HARDER AND WHICH IS HAPPIER WITH WORK (BASE: LIVE WITH TWO PARENTS)

No matter what kind of work they do, do you tend to feel that your father or your mother works harder?

What about how much they enjoy their work — do you think your father or your mother is happier with his or her work?

	Teenagers			Teenagers With Both Parents Working
	Total	Male	Female	
Base	**196**	**96**	**100**	**109**
	%	%	%	%
Who works harder				
Father works harder	54	54	53	55
Mother works harder	16	16	17	14
Both work equally hard (vol.)	28	26	30	29
Not sure	2	4	-	2
Who enjoys their work				
Father is happier	32	32	32	27
Mother is happier	41	38	45	48
Both equally happy (vol.)	23	28	19	25
Not sure	3	2	4	1

Agreement is strong across generations on a number of key issues about working parents and child care. On the positive side, overwhelming majorities of all age groups agree that:

- "When both parents work, children have to become more self-reliant and independent";
- "Mothers and fathers should play an equal role in caring for children, even if it means taking some time away from their jobs"; and
- "It's not the amount of time you spend with your children that's important, but what you do when you spend time with them."

On the negative side, all generations agree that "when both parents work, children are more likely to get into trouble" (Chart 55).

55 ATTITUDES TOWARD CHILDREN AND CHILD CARE TODAY

Now I'd like to read you some statements that people have made about working parents and children. For each one, please tell me whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly.

Now I'd like to read you some statements that people have made about working parents and children. For each one, please tell me whether you agree or disagree.

	Teenagers 13-18 Years		Adults 18-39 Years		Adults 40 And Over	
	Male	Female	Male	Female	Male	Female
Base	116	119	372	422	344	354
	%	%	%	%	%	%
When both parents work, children have to become more self-reliant and independent						
Agree	98	93	91	93	86	92
Disagree	2	7	9	7	12	7
Not sure	-	-	-	-	1	1
Mothers and fathers should play an equal role in caring for children, even if it means taking some time away from their jobs						
Agree	95	97	86	88	82	77
Disagree	4	3	14	12	17	21
Not sure	1	-	*	-	1	2
It's not the amount of time you spend with your children that's important, but what you do when you do spend time with them						
Agree	70	82	79	89	87	89
Disagree	28	17	20	11	13	10
Not sure	2	2	*	*	*	1
When both parents work, children are more likely to get into trouble						
Agree	65	58	67	61	84	75
Disagree	34	40	33	37	15	23
Not sure	1	2	*	2	2	2

*Less Than 0.5%.

Attitudes about the quality of parenting, however, reveal some clear generational differences. Thus, while majorities of teenagers *reject* the arguments that "parents today don't seem as willing to sacrifice for their children as parents did in the past," and that "even when they don't work, parents today don't give their children the time and attention they need," majorities of adults 18 to 39 years old, and even larger majorities of adults 40 and over, express agreement. The argument that working parents "spoil their children to make up for not spending time with them" is soundly rejected by teenagers, results in a near stand-off among younger adults, but gathers strong support from adults 40 and older (Chart 56).

With regard to possible future changes in child care, all three age groups feel very strongly that:

- Employers should make it easier for working parents to arrange their jobs and careers around children; and
- Children should be expected to take on more responsibility themselves (Chart 57).

56 ATTITUDES TOWARD PARENTING AND CHILD CARE TODAY

Now I'd like to read you some statements that people have made about working parents and children. For each one, please tell me whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly.

Now I'd like to read you some statements that people have made about working parents and children. For each one, please tell me whether you agree or disagree.

	Teenagers 13-18 Years		Adults 18-39 Years		Adults 40 And Over	
	Male	Female	Male	Female	Male	Female
Base	116	119	372	422	344	354
	%	%	%	%	%	%
Parents who work spoil their children to make up for not spending time with them						
Agree	34	23	45	50	65	61
Disagree	66	76	53	50	33	36
Not sure	1	1	2	1	2	3
Parents today don't seem as willing to sacrifice for their children as parents did in the past						
Agree	38	45	55	55	61	66
Disagree	59	54	45	43	37	32
Not sure	3	2	*	1	2	3
Even when they don't work, parents today don't give their children the time and attention they need						
Agree	43	41	67	66	75	77
Disagree	55	56	31	33	22	22
Not sure	2	3	3	1	2	1

*Less Than 0.5%.

57 ATTITUDES TOWARD POSSIBLE CHANGES IN CHILD CARE

Some people say that as it becomes more and more common for both parents to work, or for single parents to work, child care in this country is bound to change. Do you feel it would be a good or bad thing for families if (READ EACH ITEM)?

	Teenagers 13-18 Years		Adults 18-39 Years		Adults 40 And Over	
	Male	Female	Male	Female	Male	Female
Base	**116**	**119**	**372**	**423**	**344**	**354**
	%	%	%	%	%	%
Employers made it easier for working parents to arrange their jobs and careers around their children						
Good thing	84	84	86	89	81	83
Bad thing	15	14	13	9	17	12
Neither good nor bad (vol.)	-	-	1	1	*	2
Not sure	1	2	1	*	2	4
Children were expected to take on more responsibility themselves						
Good thing	78	81	76	77	85	87
Bad thing	18	18	22	20	11	9
Neither good nor bad (vol.)	3	1	1	1	2	2
Not sure	1	-	1	2	2	2
Government tax deductions helped people pay to have someone care for their children in their own homes or in neighborhood homes						
Good thing	74	73	65	80	52	62
Bad thing	22	26	32	16	43	32
Neither good nor bad (vol.)	-	-	1	1	2	1
Not sure	3	1	1	3	2	4
Schools provided more child care before and after school hours						
Good thing	69	79	68	75	51	52
Bad thing	27	18	29	22	43	42
Neither good nor bad (vol.)	3	1	1	1	2	2
Not sure	2	2	2	1	5	4
Grandparents and other family members besides the parents took over child care						
Good thing	66	56	64	75	54	58
Bad thing	33	41	31	22	37	33
Neither good nor bad (vol.)	1	2	3	2	5	4
Not sure	1	1	2	1	4	5
Day care centers and other child care services outside the home became more and more common						
Good thing	61	66	62	78	53	67
Bad thing	38	29	34	19	42	27
Neither good nor bad (vol.)	-	3	1	2	2	3
Not sure	1	2	3	1	3	3

*Less Than 0.5%.

On preferences regarding work, differences between the sexes seem more striking than differences among age groups. For example, in all age groups, more males than females would prefer to work full time; the figures are 52% to 23%, respectively, among teenagers, 51% to 14% among younger adults, and 39% to 10% among adults 40 years and over.

The generational differences that do exist are most noticeable among females, with teenage girls more than women of any other age group preferring to work outside the home. While 58% of teenage girls would prefer full- or part-time work outside the home, only 39% of women 40 and over would opt for these alternatives. Importantly, as this question eliminates economic necessity as a reason for working, the findings reflect differences in preferred lifestyles. And these findings, perhaps more than any others reported in the study, indicate that working women are here to stay (Chart 58).

Yet, teenage girls more than any other group also think that homemaking has more advantages than disadvantages when compared to other jobs. Evidently, this younger generation of women finds value in both homemaking and work outside the home and wants the opportunity to try both (Chart 59).

Finally, all three age groups *reject* certain traditional assumptions about how husbands and wives should divide certain family responsibilities, and believe that:

- Raising children shouldn't be primarily the responsibility of the mother;
- Financial decisions shouldn't be primarily the responsibility of the main wage earner; and
- Family and housework decisions shouldn't rest with the partner who is not the primary wage earner.

Interestingly, teenagers reject each of these arguments in noticeably smaller numbers, while young married adults 18 to 39 years old (i.e., "baby boomers" and "children of the sixties") voice their disagreement most strongly. It appears, then, that the younger generation is a bit *more traditional* than their elders (Chart 60).

58 WORK PREFERENCES

If you had enough money to live as comfortably as you'd like, would you prefer to work full time, work part time, do volunteer-type work, or work at home caring for the family?

	Teenagers 13-18 Years		Adults 18-39 Years		Adults 40 And Over	
	Male	Female	Male	Female	Male	Female
Base	116	119	372	420	344	354
	%	%	%	%	%	%
Work full time	52	23	51	14	39	10
Work part time	18	35	26	35	30	29
Do volunteer work	7	12	10	12	9	17
Work at home	22	30	10	38	15	40
None (vol.)	1	-	2	-	5	2
Not sure	-	-	1	1	1	3

59 HOMEMAKING COMPARED TO OTHER JOBS

On balance, do you feel that the job of homemaking — that is, being a housewife or a househusband — has more advantages or more disadvantages compared with other kinds of jobs?

	Teenagers 13-18 Years		Adults 18-39 Years		Adults 40 And Over	
	Male	Female	Male	Female	Male	Female
Base	116	118	370	422	343	354
	%	%	%	%	%	%
More advantages	59	65	35	45	38	47
More disadvantages	28	28	54	45	44	40
About the same as other jobs (vol.)	4	4	4	4	7	4
Not sure	8	3	7	6	11	9

60 ATTITUDES TOWARD TRADITIONAL WAYS OF DIVIDING FAMILY RESPONSIBILITIES

As you know, there are a number of traditional assumptions about and ways of dividing up family responsibilities. Do you generally agree or disagree with the following statements?

			Base: Married/ Living With Partner			
	Teenagers 13-18 Years		Adults 18-39 Years		Adults 40 And Over	
	Male	Female	Male	Female	Male	Female
Base	116	119	299	291	321	280
	%	%	%	%	%	%
Raising children should be the responsibility of the mother, not the father, whether or not she works						
Agree	28	20	7	7	12	12
Disagree	72	80	93	93	86	87
Not sure	-	-	*	-	1	1
The person whose salary or wages are most important to the family should make most of the big financial decisions						
Agree	49	35	19	16	25	22
Disagree	51	64	80	84	74	78
Not sure	-	1	1	*	1	1
The person whose salary or wages are least important to the family should make most of the decisions about housework and family activities						
Agree	41	23	15	17	20	18
Disagree	59	76	83	83	78	80
Not sure	-	1	2	*	2	2

*Less Than 0.5%.

APPENDIX A: Profiles of Family Members

This appendix presents demographic profiles of the national cross section of family members, as well as select subgroups of the sample including:

- Total Men
  - Men With Wives Working Outside the Home
  - Men With Homemaker Wives
- Total Women
  - Women Working Outside the Home
  - Homemakers
- Parents
  - Fathers Working Outside the Home
  - Mothers Working Outside the Home
  - Single Parents
  - Parents Using Outside Child-care Arrangements

61 ADULT FAMILY MEMBERS (TOTAL SAMPLE)

	Number In Sample #	Unweighted Percentage In Sample %	Weighted Percentage In Sample %
Total	**1503**	**100**	**100**
Region			
East	405	27	28
Midwest	406	27	27
South	436	29	29
West	256	17	17
Size Of Place			
City	481	32	32
Suburb	436	29	30
Town	224	15	15
Rural	362	24	23
Age			
18-24 years	200	13	18
25-39 years	595	40	32
40-49 years	242	16	16
50-64 years	317	21	22
65 and over	139	9	11
Average Age: 42			
Sex			
Male	**718**	**48**	**49**
Working men	583	39	38
Nonworking men	126	8	10
Female	**785**	**52**	**51**
Working women	431	29	27
Nonworking women	340	23	23
Income			
$7,500 or less	135	9	11
$7,501-$15,000	301	20	17
$15,001-$25,000	468	31	25
$25,001-$35,000	266	18	19
$35,001 or more	231	15	21
Average Income: $28,500			
Median Income: $22,500			
Race			
White	1262	84	84
Black	149	10	10
Hispanic and other	78	5	5
Education			
Less than high school graduate	275	18	18
High school graduate	838	56	54
College graduate	388	26	27

62 MEN

	Total Men	Men With Working Wives	Men With Homemaker Wives
Base	**718**	**304**	**249**
	%	%	%
Region			
East	26	30	20
Midwest	27	25	30
South	31	30	31
West	16	14	19
Size Of Place			
City	32	35	25
Suburb	30	33	31
Town	15	9	22
Rural	23	22	22
Age			
18-24 years	19	9	12
25-39 years	30	43	28
40-49 years	17	22	19
50-64 years	21	23	25
65 and over	12	4	16
Average Age	**42.1 years**	**40.9 years**	**45.9 years**
Race			
White	85	87	88
Black	9	8	5
Hispanic and other	5	5	4
Education			
Less than high school	17	12	20
High school graduate	49	43	50
College graduate	34	45	30
Family Income			
$7,500 or less	6	3	5
$7,501-$15,000	16	10	19
$15,001-$25,000	27	25	32
$25,001-$35,000	20	28	18
$35,001 or more	26	31	18
Average Income	**$32,400**	**$35,100**	**$27,400**

	Total Men	Men With Working Wives	Men With Homemaker Wives
Base	**718**	**304**	**249**
	%	%	%
Type Of Work			
Professional	22	26	22
Manager/Proprietor	17	18	16
White collar	18	19	17
Blue collar	16	14	16
Average Hours Worked Per Week	**47.0**	**46.9**	**48.7**
Religion			
Protestant	63	61	66
Catholic	23	26	19
Jewish	5	5	5
Other	2	2	3
None	6	7	5
Children At Home			
Yes	52	56	59
No	47	42	41
Marital Status			
Married	80	94	98
Living with partner	2	6	2
Single	13	-	-
Widowed	1	-	-
Divorced	2	-	-
Separated	1	-	-
Activities Done Very Often/ Sometimes With Family			
Games and hobbies	77	77	83
Watch tv	91	91	91
Community activities	59	61	62
Movies, shows, and concerts	53	63	47
Eating out	79	82	78

63 WOMEN

	Total Women	Working Women	Homemakers
Base	**785**	**431**	**217**
	%	**%**	**%**
Region			
East	29	29	32
Midwest	27	25	28
South	27	28	25
West	17	18	16
Size Of Place			
City	32	35	27
Suburb	30	32	29
Town	15	13	15
Rural	24	19	29
Age			
18-24 years	17	14	18
25-39 years	33	38	34
40-49 years	16	21	11
50-64 years	23	23	27
65 and over	10	3	9
Average Age	**42 Years**	**39.8 Years**	**42.1 Years**
Race			
White	83	82	88
Black	11	12	7
Hispanic and other	5	5	5
Education			
Less than high school	20	12	26
High school graduate	60	61	63
College graduate	20	27	12
Family Income			
$7,500 or less	15	9	18
$7,501-$15,000	18	16	22
$15,001-$25,000	23	25	19
$25,001-$35,000	17	21	16
$35,001 or more	17	20	15
Average Income	**$24,600**	**$26,700**	**$23,700**

	Total Women	Working Women	Homemakers
Base	**785**	**431**	**217**
	%	%	%
Work Status			
Employed outside the home	54	-	-
Unemployed	4	-	-
Retired	9	-	-
Homemaker	28	-	-
Student/Other	5	-	-
Type Of Work			
Professional	-	27	-
Manger/Proprietor	-	11	-
White collar	-	52	-
Blue collar	-	6	-
Average Hours Worked Per Week	-	37.0	-
Religion			
Protestant	62	60	64
Catholic	28	29	29
Jewish	3	4	1
Other	1	1	1
None	5	5	3
Marital Status			
Married	72	71	87
Living with partner	1	1	2
Single	11	11	3
Widowed	5	4	3
Divorced	7	10	3
Separated	3	4	3
Children At Home			
Yes	53	53	64
No	46	47	35
Activities Done Very Often/ Sometimes With Family			
Games and hobbies	77	77	79
Watch tv	89	87	80
Community activities	65	62	71
Movies, shows, and concerts	49	56	46
Eating out	75	80	74

64 PARENTS

	Total Parents	Working Fathers	Working Mothers	Single Parents	Parents Using Other Child Care Arrangements
Base	**848**	**364**	**245**	**170**	**311**
	%	%	%	%	%
Region					
East	26	32	28	26	26
Midwest	26	30	22	21	22
South	31	32	34	33	31
West	17	16	17	20	21
Size Of Place					
City	31	29	35	42	37
Suburb	29	31	30	26	28
Town	16	17	15	13	16
Rural	23	23	19	20	19
Age					
18-24 years	20	17	12	46	16
25-39 years	47	46	55	31	67
40-49 years	20	24	25	13	11
50-64 years	11	12	7	6	3
65 and over	2	*	*	4	2
Race					
White	80	82	78	65	75
Black	12	9	16	23	15
Hispanic and other	7	7	5	12	9
Education					
Less than high school	17	13	10	23	13
High school graduate	58	52	65	64	60
College graduate	25	35	25	13	26
Family Income					
$7,500 or less	11	3	9	25	12
$7,501-$15,000	18	14	20	27	21
$15,001-$25,000	27	32	27	18	24
$25,001-$35,000	19	22	19	8	20
$35,001 or more	21	25	18	17	19
Average Income	**$27,100**	**$31,600**	**$24,500**	**$20,500**	**$24,900**
Religion					
Protestant	61	60	64	59	60
Catholic	28	28	29	28	27
Jewish	2	3	2	4	2
Other	2	2	1	-	2
None	6	8	4	8	8
Activities Done Very Often/ Sometimes With Family					
Games and hobbies	84	85	81	79	85
Watch tv	90	89	89	88	90
Community Activities	63	59	66	59	59
Movies, shows, and concerts	53	56	58	46	60
Eating out	75	79	79	66	73
Sex					
Mothers	52		100	66	57
Fathers	48	100	-	34	43

*Less Than 0.5%.

APPENDIX B: Methodology

I. NATIONAL CROSS SECTION OF AMERICAN FAMILIES

A. SAMPLE DESIGN

The sample of 1,503 adult family members was drawn from the civilian adult population, 18 years and older, of the contiguous United States. People living in prisons, hospitals, or religious and educational institutions were not included. Census information on the population of each state was used and updated annually by intercensal estimates from the Bureau of the Census. Household estimates for all minor civil divisions within each state were used for this study, as well.

Within minor civil divisions, respondents were selected by a procedure known as random-digit dialing (RDD). With this procedure, interviewers were given the first five digits of a series of randomly selected residential telephone numbers that had been previously stratified by geographic location. Two randomly generated digits were then added to complete a new seven-digit telephone number. This procedure ensures that the sample includes individuals having unlisted telephones or numbers that are not yet listed. Overall, approximately 95% of all American households have phones. In some subgroups (e.g., blacks), however, the percentage of households with unlisted and nonlisted numbers approaches 40%. Thus, a random-digit procedure is essential to obtain a sample with the correct demographic balance.

In addition to the actual 1,503 respondents, other numbers were dialed but were never answered. These are primarily numbers which are not in service or belong to businesses. Nonetheless, to reduce the chances that a respondent was simply not home, each of these numbers was dialed four more times at different times during the survey period.

In each household, individuals were screened to ensure that they lived with another person to whom they were related by blood, marriage, or adoption. The final sample was weighted by age, race, and income to ensure that it accurately reflects the nationwide population of families in the U.S. as of 1980.

B. INTERVIEW PROCEDURE

Interviews were conducted by telephone from November 20 through December 11, 1980, and took an average of 26 minutes to complete. All interviews were conducted between 5 p.m. and 10 p.m. local time during the week, and between 10 a.m. and 10 p.m. local time on the weekends.

All interviewers used in this study had extensive previous experience and were provided continuous supervision throughout the interview process. The two most important aspects of this supervision included: (1) an edit of each survey instrument as soon as the interview was completed, which permitted the quick discovery of obvious problems so that respondents could be telephoned back for missing information if necessary; and (2) the silent monitoring of each interviewer while actually on the phone to evaluate the quality of this work.

C. QUESTIONNAIRE DESIGN

The 22-page questionnaire was developed through the close collaboration of Louis Harris and Associates and General Mills, Inc and may be obtained from General Mills upon request. Final responsibility for the design of the questionnaire, however, rests solely with Louis Harris and Associates.

D. SAMPLING ERROR

It is important to note that survey results are subject to sampling error, i.e., the difference between obtained results and those that would be obtained by surveying the entire population. The size of this sampling error varies to some extent with the size of the sample and with the percentage of respondents giving a particular answer. The following table shows the range of error for samples of different sizes and at different percentages of response:

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR (PLUS OR MINUS) AT 95% CONFIDENCE LEVEL

Response	Sample Size				
	1500	1200	900	400	100
	%	%	%	%	%
10 (90)	1.5	2	2	3	7
20 (80)	2.1	3	3	4	10
30 (70)	2.4	3	4	4.6	11
40 (60)	2.5	3	4	4.9	12
50	2.6	3	4	5	12

II. THE TEENAGE SAMPLE

A. SAMPLE DESIGN

The sample of 235 teenagers was drawn from households in which an adult family member had been interviewed. At the end of each interview, adult respondents with 13 to 18 year olds living at home were asked if their son or daughter would be interested in an interview. If so, teenagers were later telephoned for this purpose.

The sample was selected to have about equal numbers of males and females at each age level. In any one household, only one teenager was interviewed. Because of the nonrandom selection process, the sample does not project to the nationwide population of teenagers aged 13 to 18.

B. INTERVIEW PROCEDURE AND QUESTIONNAIRE DESIGN

Interviews were conducted by telephone from December 18 through 21, 1980, and took an average of 16 minutes to complete. The same interviewing times and supervisory controls used with adult family members were also used in this phase of the study.

The 14-page questionnaire was a shorter and somewhat modified version of the instrument used with adult family members.

III. THE LEADERSHIP SAMPLES

A. SAMPLE DESIGN

The leadership data for this study were collected from interviews with the following four groups:

1. Human Resource Officers: 104 Interviews.

A random sample was drawn systematically from lists of the Fortune 1300 companies. Interviews were conducted primarily with senior vice presidents or vice presidents in the offices of human resources whose particular responsibilities included personnel and employee relations.

2. Labor Leaders: 56 Interviews.

A random sample was drawn systematically from labor unions listed in the *National Trends and Professional Associations in the U.S. and Canada* and *Labor Unions Selected Subject Mailing List.* Interviews were conducted with presidents, executive directors, or their designees.

3. Family Traditionalists: 49 Interviews.

The sample was drawn from lists supplied by the *Eagle Forum* and the *National Pro-Family Coalition.*

4. Feminists: 52 Interviews.

The sample was drawn from a select list of women's leaders and groups compiled in *The Guide to Women's Resources* published by the White House in 1980, and The National Organization of Women's Legal Defense Fund's program participants.

B. INTERVIEW PROCEDURE AND QUESTIONNAIRE DESIGN

All leadership groups were interviewed by telephone for an average of 17 minutes. Human resource executives and labor leaders initially received letters informing them of the study, for the purpose of facilitating the setting up of interview appointments. All interviews were conducted between November 21 and December 18, 1980.

The 13-page questionnaire was a shorter and somewhat modified version of the instrument used with adult family members.